

# Sales Meetings

## Part 2 SALES MANAGEMENT

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

40-Point Check List and  
Four Rules for Planning

PAGE 56



OCTOBER 1, 1955

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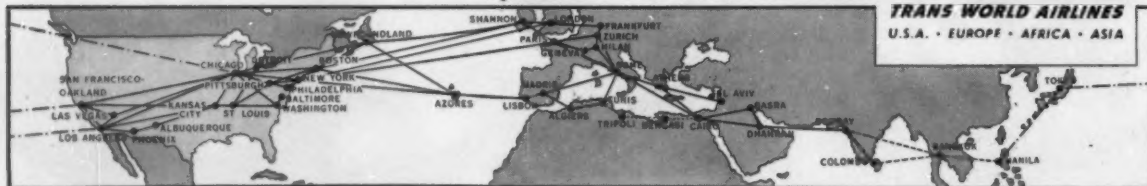
National Association of Independent  
Tire Dealers, Inc.  
New York, N. Y.—Oct. 9-12, 1955

American Mining Congress  
Las Vegas, Nevada—Oct. 10-14, 1955

National Beer Wholesalers Association  
Chicago, Illinois—Oct. 15-17, 1955

Mortgage Bankers Association of America  
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# Sales Meetings

OCTOBER 1, 1955

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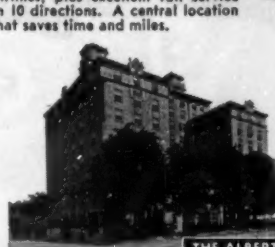
## A New Star in the Convention Sky

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PART  
TWO

**Sales Management**

**Sales Meetings**  
MAGAZINE

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FOR SALES MEETINGS**

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BUSINESS MANAGER  
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October 1, 1955

SM/OCTOBER 1, 1955





## **Solve your travel problems with United... THE CONVENTION ROUTE OF THE NATION**

You'll find United Air Lines, with its Convention Route to 80 principal cities coast-to-coast and Hawaii, offers a quick solution to your travel problems. And you have a choice of fast, dependable Mainliner® services: luxurious First Class, including new six-mile-a-minute DC-7s, or thrifty Air Coach... both on convenient round-the-clock schedules.

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*Take advantage of United's complete convention service. It can open the way for you and your men to spend more time at the next meeting with less time off the job. Send for full details!*

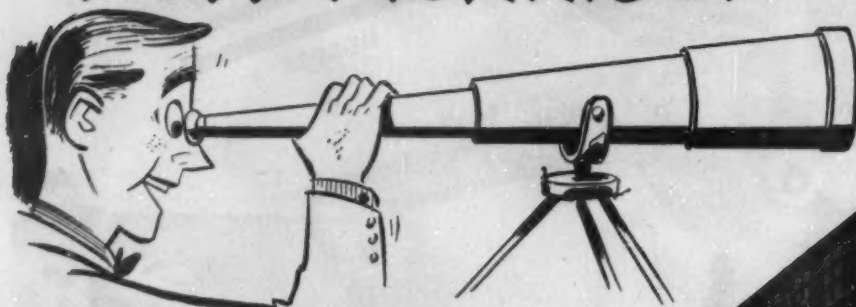
Write to: M. M. Mathews, Supt. of Convention Sales,  
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# Take a NEW LOOK at the "NEW" MORRISON

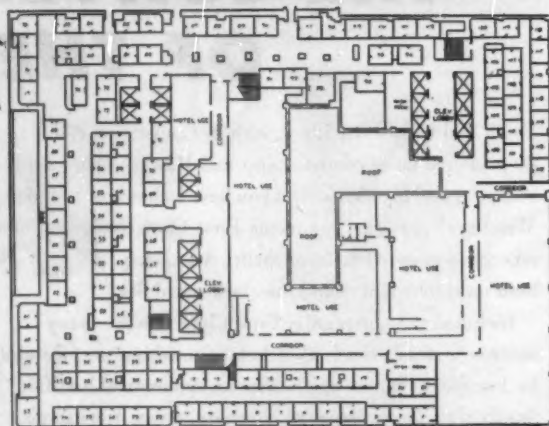
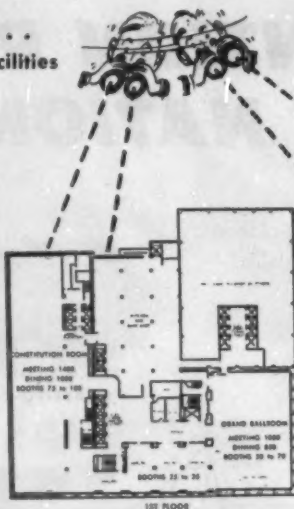


You can set your sights on a big show when you book it in Chicago's most modern exhibit area—the Morrison. Located in the heart of the loop, it's convenient to all forms of transportation, shopping, business, and entertainment! Offering a total of 1850 guest rooms; 30 air conditioned meeting rooms for 45 to 1500 persons; space for 770 booths and sample rooms; and unexcelled banquet facilities, the Morrison has all the space you need for your biggest shows.

*Any way you look at it . . .*  
the MORRISON has the finest facilities for any show or convention regardless of size!



FACILITIES		
MEETING ROOMS	MEETING CAPACITY	DINING CAPACITY
<b>LOWER LOBBY</b>		
Terrace Casino	1500	1200
<b>MEZZANINE</b>		
Cotillion Room	400	260
Embassy Room	200	180
Burgundy Room	50	40
Hollywood Room	150	110
<b>FIRST FLOOR</b>		
• Constitution Room	1400	1000
Ballroom & Balcony	1000	850
Parlor A8	25	20
Parlor B	100	70
Parlor C	100	70
Parlor D	100	70
Ballrooms & Parlors Converted to 1 unit	1325	1080
<b>SECOND FLOOR</b>		
Parlor E	25	20
Parlor F	100	70
Parlor G	100	70
Walnut Room	100	70
Venetian Room	300	225
<b>THIRD FLOOR</b>		
Madison Room	350	250
Exhibition Hall	21,000 sq. ft.	
427-29-32-34	50 each	35 each
440	100	90
528-30-32-34-36	40 each	30 each
605	50	35
Bungalow (42nd floor)	45	45



\*The addition of our new Constitution Room on our Grand Ballroom floor offers unexcelled flexibility in the coordination of meetings, catering, and exhibit functions.

WM. HENNING RUBIN, Pres. JOHN B. GRANDE, Gen'l. Mgr.  
W. FRED PUFFER, Director of Sales  
TELETYPE CG 1685  
Franklin 2-9600

# Morrison Hotel

MADISON AT CLARK CHICAGO

## FACILITIES ROUNDUP

### New Facilities Being Built or Remodeled for Conventions

#### SAVANNAH, GA.

- The Manager, formerly Savannah Hotel, has completed a \$1-million refurbishing project. Facilities now include a ballroom for 300, another for 200 and two smaller meeting rooms. Ten sample rooms which can accommodate 20-25 for meetings are available. Entire property has been air conditioned.

#### SCOTTSDALE, COLO.

- Architects are drawing up plans for a \$1-million resort hotel, Winfield Scott, to be built here. When completed it will accommodate 150 guests.

#### GRAND JUNCTION, COLO.

- Plans for a 250-room multi-million dollar hotel were announced recently.

#### JACKSONVILLE, FLA.

- George Washington Hotel will be doubled in size with completion in December, 1956, of a 15-story addition. In addition to 260 new rooms, seven new meeting and banquet rooms are planned. A sky room on the top floor will have a capacity of 500 to 800 for meetings and banquets. The new building will be completely air conditioned and will offer closed-circuit TV.

#### BINGHAMTON, N. Y.

- Construction should get underway this fall for a new \$3-million Sheraton highway hotel. The 250-room hotel will have a ballroom and meeting rooms with a capacity of 600 to 700 persons. Rooms in one wing will be on ground level with parking nearby. When completed about March, 1957, the hotel will be air conditioned with restaurant and dining facilities.

#### RICHMOND, VA.

- New guest-room wing and dining rooms of John Marshall Hotel are being readied for opening this fall. The largest banquet room will seat 550.

#### BUFFALO, N. Y.

- The \$175,000 remodeling program of the Hotel Lenox is still in progress. By next fall 70 rooms will be refurbished, in addition to three private party rooms already completed.

#### JACKSON, MISS.

- Remodeling of the Edwards hotel, nearing completion, will add three new public rooms and two function rooms. Larger function room will seat 125 for banquets and 200 for meet-

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Whether the job is moving your exhibit for one appearance, or through a series of showings in different cities, Mayflower can do it quicker and more economically. The number of vans you need is assigned to your tour, and move according to your schedule. Packing service is available if needed. Because the van can load and unload promptly, you can schedule your showings during a shorter period of time. Mayflower has long and successful experience in transporting exhibits for many of the nation's leading companies. Your local Mayflower agent can make all the arrangements for you.

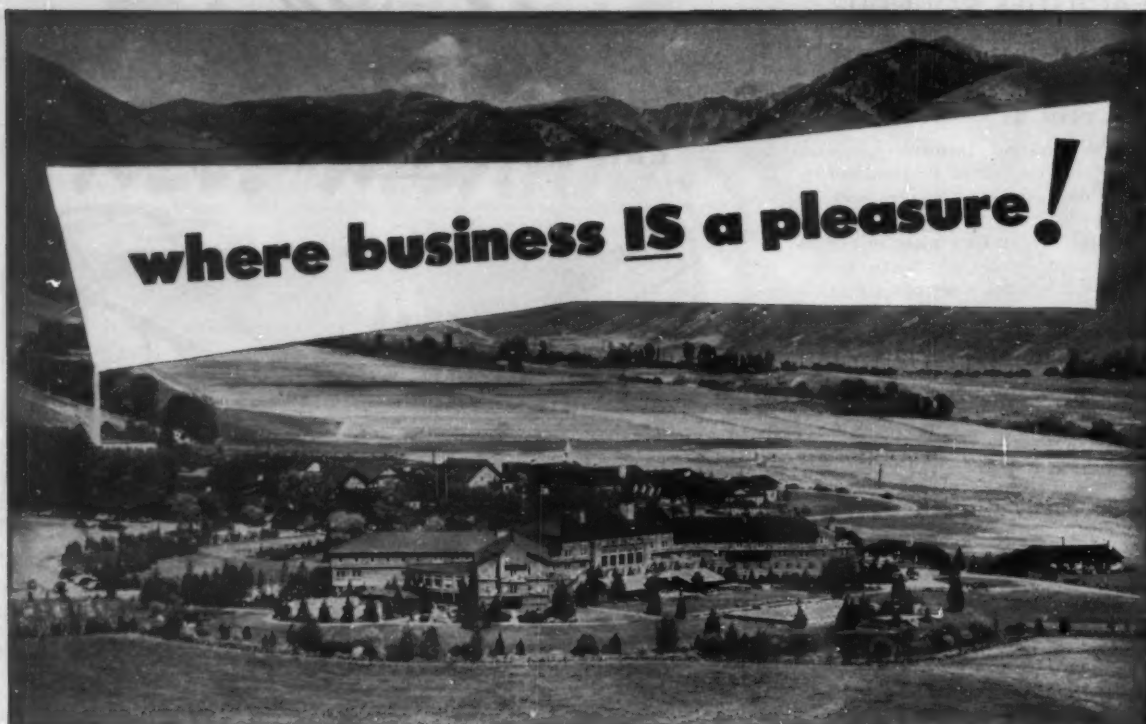
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# Sun Valley

IDAHO

### MEETING AND BANQUET ROOMS

#### MEETINGS

No. of Rooms	Max. Capacity
Opera House	500
Duchin Room	100
Slalom Room	100

(Numerous smaller rooms 20 to 50)

#### BANQUET

No. of Rooms	Max. Capacity
Lodge Dining Room	350
Continental	600

*Liquor by the drink available per state laws  
except Sunday and designated holidays.*

#### RATES: American Plan

**\$15** per person, two  
in a room

**\$18** per person,  
single room

Capacity: Sleeping accommodations for 500 persons

#### European Plan

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information address Mr. Winston  
McCrea, Mgr., Sun Valley, Idaho.**



SM/OCTOBER 1, 1955



ings. Expanded ballroom will have a capacity of 500 to 650.

#### LOS ANGELES

- Ballroom of the recently opened Beverly Hilton Hotel will accommodate 1,000 persons. Five other banquet rooms can serve 200 or more diners. An underground garage houses 1,000 cars.

- Ambassador Hotel's new Convention Center has an available area of 25,000 sq. ft., to accommodate 150 exhibit booths, or 2,000 persons for meetings or banquets. Composed of three connecting rooms, the Center has a permanent stage, projection room, and closed-circuit TV facilities.

#### MINNEAPOLIS

- Hotel Leamington's \$2-million improvement program has reached the half-way mark. Next on the list is a two-story building to house and exhibition hall and a ballroom seating 1,500 at a banquet.

#### HOLLYWOOD, FLA.

- Remodeling program under way at Hollywood Beach Hotel calls for 25 meeting and banquet rooms, new convention hall and complete air conditioning.

#### CLEVELAND

- Manger Hotel, formerly Hotel Allerton, has completed its \$1-million modernization project. Hotel now offers 450 rooms, five special banquet rooms and a ballroom to accommodate 750 at a banquet, or a meeting of 1,000 persons. It is completely air conditioned.

#### DAVENPORT, IOWA

- Remodeled Blackhawk Hotel features complete air conditioning, automatic passenger elevators and enlarged parking lot.

#### DALLAS

- Completion of the 1,001-room Statler Hilton is expected this fall. New hotel will offer five ballrooms, five banquet halls, main dining room, supper club and small dining rooms.

#### CHICAGO

- Convention facilities, dining rooms and 500 bedrooms of Palmer House are now air conditioned.

#### LITCHFIELD PARK, ARIZ.

- The Wigam announces \$100,000 expansion program to add additional guest rooms and a convention hall with a capacity of 200 persons.

## Convention with a French accent...



...the world-famous

## CHÂTEAU FRONTENAC

*overlooking historic old Québec, Canada*

You'll find a new world of fun in this Old World garrison high above the St. Lawrence. Just overnight from New York, Chicago and many other U. S. cities, the Château Frontenac offers an unconventional French atmosphere to delight a convention crowd.

For Fun: after meetings, see both Québecs, Upper and Lower, the Citadel, the Plains of Abraham; shop along the narrow French streets, visit famous churches and shrines, watch snow sports in season, take Laurentian excursions, play golf, ride horse-drawn calèches.

Let us handle all convention details. Our facilities are complete:

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*Canadian Pacific*



# AMERICA'S FIRST TURBO-PROP AIRLINER!

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*The proven design and construction ability of Lockheed Aircraft. The unequalled operating experience of American Airlines.*

**SPEED**—Cruising at well over 400 miles per hour, the "Electra" will be faster by far than any other transport plane in world operation today.

**QUIET**—The subdued hum of the turbine engines, with their relative freedom of vibration, coupled with modern techniques of sound-proofing will provide a new atmosphere of quiet relaxation.

**COMFORT**—This new airplane will introduce a new and heretofore unequalled standard of airline comfort: spacious, club-like lounge; wider, more comfortable

reclining chairs; wide-view rectangular windows; air conditioning on the ground as well as in flight; improved cabin pressurization to provide pleasant cruising at all altitudes up to 30,000 feet.

**CONVENIENCE**—Innovations in passenger convenience will include: carry-on baggage facilities; improved design for faster handling of checked baggage; built-in steps to eliminate ramp delay; individual fixed tables for dining, reading or writing.

The new "Electra" fleet for American Airlines will improve air transportation and strengthen United States air power.



**AMERICAN AIRLINES**  
*America's Leading Airline*

## THE DAY THEY SHOULD HAVE STAYED IN BED

For an answer to "How badly can things go?" you had to see Philco Corporation's "Convention in Miami Beach." It was an hour-long telecast from its distributor meeting at The Fontainebleau. Before any more can go wrong with a TV program, electronics will have to move a few notches forward with its accompanying complications.

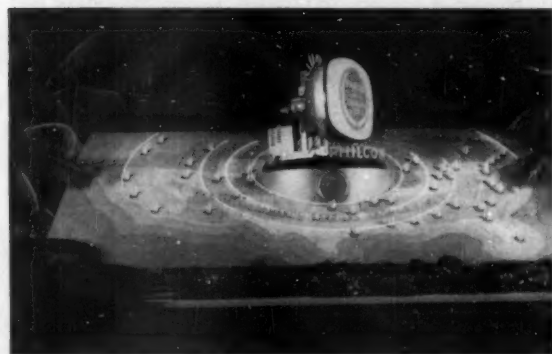
Scheduled 8 PM to 9 PM (EDT), the program was late in coming on the air. Four minutes before program time, a main transformer in Miami Beach was hit by lightning and all electricity was cut off. By rerouting power, electricity was restored in eight minutes—but the things that happened to the television equipment!

None of the monitors at any of the 10 pickup points throughout The Fontainebleau were in operation. Intercommunications lines between TV cameras and control room were out of commission.

From start to finish, the program director was flying blind. Runners had to replace electronic communications and you just can't combine the speed of the messenger with the requirements of television.

While suffering through this program, I made penciled notes on everything that went wrong. I started to keep the log after the first 10 minutes showed that there was to be plenty of material to enter on the back of my number 10 envelope. While not exactly in chronological order, here are the notes directly from the envelope (courtesy, Tradesmens Bank bookkeeping department):

1. Program late starting—power failure.
2. John Daily's lapel mike (as he walks out of elevator) not functioning, but he doesn't know it . . . goes right on talking (unheard).
3. Failed to pick up announced entertainment from



TV AUDIENCE for Philco's "Convention in Miami Beach" didn't see much of this, but it is said to be the largest mock-up of a TV chassis in the world. It was outside the main entrance of The Fontainebleau, site of Philco's distributor sales meeting. The TV chassis measured 11 ft. by 14 ft. and revolved on a turntable in the middle of a giant map, 35 ft. by 60 ft. Entire display was produced in little over a week, according to the exhibit unit's builders, Berke Displays, Miami.

Rondo Room.

4. Unimpressive water-ski performance from hotel pool. If anything should have been cut, this should have been it.

5. Entertainment—two comedians(?)—about as bad as I've ever seen on TV.

6. Script geared to beauty of color (new radio line), color of curvaceous gowns on models talked about, and program in black and white! Some waste: they talk color and show you grays.

7. Demonstration of automatic station changing on new TV receivers is poor. Set not warmed up and it appears that it will never go on, but finally does.

8. Shot of "world's biggest TV set" so swift that I had no time to see it. (See cut below.)

9. Segment of girl swimming underwater makes no sense—maybe because there is no sound.

10. Poor attempt at introducing distributors. All from same area—West Virginia.

11. Refrigerator underwater sequence makes little sense—again, no sound.

12. Haitian dancers on beach matches comedians (?) in poor quality of entertainment.

13. Undercurrent of technicians' voices immediately after new pickups are made.

14. Dive from 150 ft. height into pool completely unimpressive.

15. Cues missed on most pickups.

16. Sound out often unbeknownst to speaker.

17. Philco Pres. Carmine reading answers to questions put to him by Bess Myerson.

18. Program cut off air when discussion on around-the-world trip by 56 salesmen got underway.

Had my envelope been larger, I probably could have listed more.

Saddest part of the telecast was that Philco had some good material to present: it's new TV line, advances in electronics, new portable record player. These items have audience appeal and it's a shame the audience didn't get more explanation and a better view of them.

For Philco, this program was a big disappointment to say the least. It cost approximately \$100,000 for TV time on ABC and additional expenses were involved—including advertising to announce show in newspapers.

All was not lost, however. Philco distributors bought record numbers of products at the convention.

## WHY SOME DOZE AT BANQUETS

When you fly to a convention on the West Coast and find yourself hungry, as well as sleepy, long before the banquet starts, science now knows exactly why. Or, if you are a Westerner and fly east for a meeting, and find it difficult to keep awake during the morning session, there's a medical reason.

Answer may appear obvious to you—the big time





**YOU CAN'T PROP UP  
YOUR MEETINGS  
WITHOUT THE RIGHT PROPS!**

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the Easy, Reliable Way—*

**VIA RAILWAY EXPRESS**



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*for a successful convention or meeting*

**SEE OR CALL YOUR NEAREST OFFICE OF  
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change. Delving into this problem of physical and mental reactions to long flights, Dr. Hubertus Strughold, Department of Space Medicine, U. S. Air Force School of Aviation Medicine, recently completed his findings on the subject and reports them in "Physiological Day-Night Cycle in Global Flights."

Struggling through "physiological diurnal cycles," "astronomical periodicity" and similar terms, one comes up with sound advice based on Dr. Strughold's research:

For a West Coast meeting with attendance from the East, plan no evening events for the first day or two. For an East Coast meeting, plan no morning session the first day or two if Western attendance is expected.

Human bodies and minds need time to adjust to changes of three time zones or more.

## TO KNOW WHO'S ON "FIRST"

How many times have you attended a large round-table discussion, and for the life of you, couldn't make out who was talking although name placards were in front of everyone? No matter how the name cards are placed, it seems no one can read all of them because of seating angles.

This is distressing, especially when you want to be able to identify the remarks with the name of the man who is making them.

Neal Lang, former general manager, Sheraton-Astor Hotel, New York City, passes on a technique to overcome this who-said-what problem at conferences.

At one conference he attended, says Lang, he was handed a small card and a mimeographed list as he entered the door. On the card was a diagram of the large conference table. Numbers were shown on the card to indicate seats around the table.

When he registered, a red arrow was pencilled on his card to point to the numbered seat he should occupy.

At the table, he found large numbers around it instead of name cards. The large numbers in consecutive order were easily discernible from any seat. On his mimeographed list were the names of conferees beside their numbers. Thus, as a man made some remarks during the conference, it was easy to note the number in front of him and check the "score card" for the man's name and company affiliation.

"This system," says Lang, "speeded up seating of a fairly large group. The diagram and red arrow directed you to where you belonged without the usual practice of having to read 20 or more name cards."

## HAVE FOREIGN MARKETS?

If your company has any interest in foreign markets, you should look into Uncle Sam's current overseas exhibiting program. At little cost to your company, you can get invaluable exposure abroad for your products.

How and why this country became involved in an exhibiting spree at foreign fairs, and what it can mean to your company, is told by our Washington man, Jerome Schoenfeld, in "Inside Story of U. S. Exhibits Abroad," page 36.

**ROBERT LETWIN**  
Editor



FOR HIGHLY SUCCESSFUL SALES MEETINGS

# it's high point inn

in Pennsylvania's Pocono Mountains



## 5 GOOD REASONS TO SELECT A RESORT SITE FOR YOUR MEETING:

1. No parking problems . . . free too
2. Assured attendance because of vacation aspects
3. No big city expenses or distractions
4. Everything under one roof: meeting rooms, exhibit space, dining rooms, sports facilities, indoor pool.
5. Plenty of recreational facilities for relaxation after "business hours".



## 26 GOOD REASONS TO SELECT high point inn



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Large variety of modern meeting rooms



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2"x2" and 35mm kodachrome slide projectors

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only 100 miles from New York City



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Billiards

Sun bathing

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Table tennis

Horseshoes

Mountain hiking

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High Point Inn  
Mount Pocono 52 Pa.

Att. Mr. Chas. D. Geissinger, Managing-Owner

Please send me, at no obligation, your detailed brochure describing High Point Inn's group meeting facilities.

Our organization is planning a \_\_\_\_\_ (function)

on or about \_\_\_\_\_ (date) and there will

be approximately \_\_\_\_\_ (number) people in it.

Name \_\_\_\_\_

Address \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

### SPECIAL LOW GROUP RATES!

**\$12**

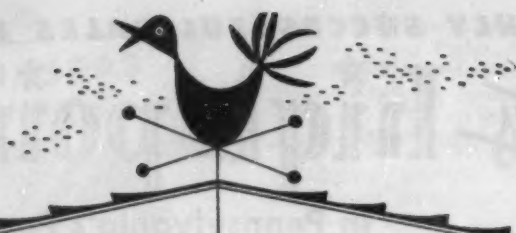
per person, per day,  
double including  
3 meals daily.

**\$16**

single,  
per day,  
including 3 meals

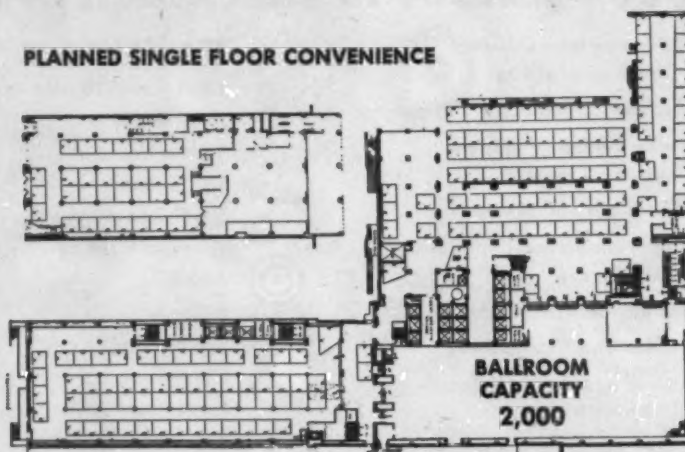
## high point inn

Mount Pocono 52, Pennsylvania  
Call Collect Mt. Pocono 3811



# House Your Entire Convention Under One Roof *and* All Your Exhibits on One Floor

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**EXHIBIT SPACE** . . . over 40,000 square feet of air-conditioned exhibition space. **27 AIR-CONDITIONED MEETING ROOMS** . . . accommodating from 10 to 2,000. **EXCEPTIONAL BANQUET FACILITIES** . . . for functions of any size. **SUPERBLY SITUATED** . . . near Marshall Field's and the Merchandise Mart, in the heart of the theater district. **1501 REDECORATED, AIR-CONDITIONED GUEST ROOMS** . . . every room with radio, many with TV. **WORLD FAMOUS RESTAURANTS.** College Inn Porterhouse — tops in America for tender steaks. Well of the Sea — seafood flown in daily from both oceans. And for delicious food at modest prices — the Celtic Cafe, the Coffee Shop and the Snack Bar. **DRIVE RIGHT INTO THE SHERMAN** . . . the only hotel in Chicago that gives you this service. No waiting for busy doormen when you arrive—no waiting for delivery when you leave.

For information phone, wire, or write Danny Amico, Director of Sales.

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**SHERMAN**  
 CHICAGO'S MOST CONVENIENT HOTEL

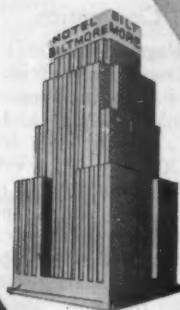
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# IT'S OKLAHOMA CITY

FOR CONSISTENTLY FINE CONVENTIONS  
AND SALES MEETINGS

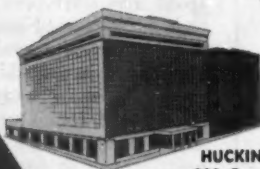
Welcome to the eight fine downtown hotels in Oklahoma City . . . at "the crossroads of the nation." Easily accessible by prominent highways and turnpikes . . . four principal railroads . . . five major airlines. If your group is a smaller one, you'll appreciate the courteous, competent attention given by the individual hotels. If it's a large group, you'll appreciate, too, the convenient, air conditioned Municipal Auditorium . . . with seating capacity of 6,000 and 57,000 sq. ft. of display area.



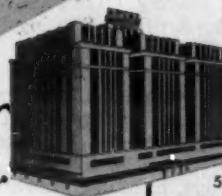
**BILTMORE**  
600 Rooms



**BLACK**  
200 Rooms



**HUCKINS**  
300 Rooms

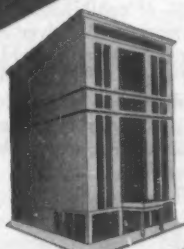


**SKIRVIN TOWER**  
500 Rooms  
**SKIRVIN**

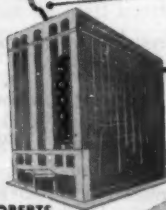


## Featuring

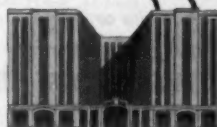
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225 Rooms



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100 Rooms

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**NOWHERE IN AMERICA IS THERE A MORE  
VERSATILE SETTING  
FOR EFFECTIVELY ENJOYABLE**

# CONVENTIONS

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in the beautiful Shawangunk Mountains  
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Top-drawer Entertainment, Dancing,  
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cooperation in all aspects of Meeting  
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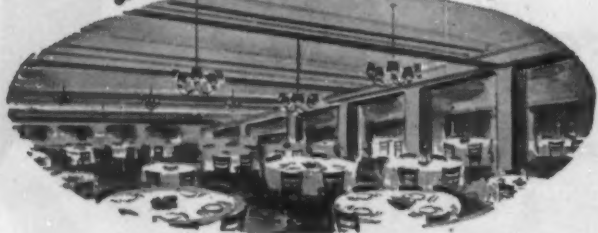


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*Dining Room Accommodates 1200*



## MEETING AND SHOW NEWS

### Name Show for Political Convention

American Showcase, "A Pageant for the Taste-makers of America," is the name and subtitle for the new show to be produced with the Democratic National Convention in Chicago, August, 1956. International Amphitheatre's North Hall is the site. It offers a maximum of 30,000 sq. ft. of exhibit space.

According to Saul Poliak, president, Clapp & Poliak, Inc., show management, exhibit space is priced at \$10 a square foot, and exhibitor applications will be carefully screened. Only the cream of American industry is sought for this show, says show management.

Added inducement to exhibitors: Tickets in a reserved area will be made available to attend political conclave.

### Hall Awaits Chamber Agreement

If differences between the Senior and Junior Chambers of Commerce can be ironed out, Indianapolis may start construction of a new 10,000-seat civic auditorium. Financing would be revenue bonds to be retired by rental fees. Senior Chamber favors the project, but would limit the auditorium to 5,000 seats. Downtown location and parking facilities also pose problems.

### ASTE Show Setting New Record

American Society of Tool Engineers reports 83% of show space for 1956 ASTE Industrial Exposition has been assigned. Approximately 400 firms are already scheduled to participate in the show at Chicago's International Amphitheatre, according to Harry E. Conrad, ASTE executive secretary. "The trend for a 10 to 12% increase in exhibit space per exhibitor continues," he added, pointing out that space allotments for the 1956 show already exceed that of the entire 1952 exposition.

### Package Show Space Going Fast

With six months to go, 85% of exhibit space for the American Management Association's Silver Anniversary National Packaging Exposition is sold, a spokesman announced. Slated April 9-12, Atlantic City Convention Hall, the show has reservations from over 300 suppliers of packaging machinery, materials, and services, with attendance expected to top last year.

### U. S. Signs for 18 Fairs

United States will participate in 18 trade fairs in fiscal 1955. Seven of the fairs will be held in Asia with attendance expected to reach about 20 million. In discussing the Government's trade program, Director of the Office of International Trade Fairs says, "for every dollar we use of Government money, industry is spending hundreds of dollars loaning and giving us their newest products to incorporate in U. S. exhibits." (See "Inside Story of U. S. Exhibits Abroad," p. 36)



### Now Salesmen Plan Meetings

A new twist in sales convention planning was inaugurated recently by Cummins-Chicago Corp., manufacturer of business machines, when it invited seven of its top salesmen to help set up a convention agenda. In discussing the plan, Vice-President John Jones says, "We believe a well rounded convention can best be planned by the types of men who will attend it."

### Coliseum to Open with Three Shows

New York Coliseum, New York City, will open April 28 with three shows going on simultaneously. International Motor Sports Show, International Philately Exhibition, and National Photography Exhibition will each occupy a separate floor of the \$35-million building.

First show to use all four floors will be International Home Building Exposition, May 12.

Twenty other shows have been booked, it was announced by James F. Walsh, renting agent for the Coliseum.

### New Building Already Booked 30 Weeks

Newly-opened New York Trade Show Building is already booked for 30 weeks of the fiscal year, according to Duane W. Carlton, general manager. Most of the annual shows booked are scheduled for five years or more. Plymouth Division, Chrysler Corp., will unveil its 1956 models there Oct. 6-7.

"This is the only trade show building in the U. S. that has been specifically designed to handle room and merchandise shows, as well as the regular type," says Carlton. A permanent staff of trade show experts will be on hand to assist show management, he adds.

### New Title But Still Selling

Danny Amico, former Director of Sales at the Sherman Hotel, has been named vice-president for the Sherman and Ambassador Hotels, East and West.

Although Amico's new position will give him a greater voice in management, he will continue to personally handle convention sales. "My promotion will not in any way detract from my attention to convention sales," he reports.

### Sales Promotion Show for 3 Cities

New trade show covering advertising sales and promotion is being planned by Orkin Expositions Management, New York City. Called Sales Promotion Show, it will get underway at Miami's Municipal Auditorium, Feb. 14-16. Show will be in Boston, Mar. 6-8, and then move to Philadelphia's Bellevue-Stratford, Mar. 13-16.

### Sales Meetings in New Quarters

SALES MEETINGS moved into new quarters as of Sept. 26. Need for larger space as well as better facilities—air conditioning and newest indirect lighting—prompted the move, according to Philip Harrison, general manager.



in all the World —  
there's no city like  
**WASHINGTON**  
-----  
in all of WASHINGTON  
there's no place like  
the **ARMORY**  
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*the Show Place of the Nation's Capital*

CONVENTIONS —  
TRADE ASSOCIATION  
SHOWS,  
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FROM ANYWHERE IN D. C., IT'S EASY TO REACH THE ARMORY.

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- 76,000 Sq. Ft. unobstructed Floor Space on One Floor\*
- Excellent Public Address System
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- Trailer Coach Manufacturers

\*An additional 65,000 sq. ft. available—subject to approval of Armory Board.

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PROVIDENCE

INDIANAPOLIS

AKRON

CINCINNATI



SAN FRANCISCO

## Coast-to-coast—they take part in

LOS ANGELES  
PASADENA



NEW YORK



ST. LOUIS

BALTIMORE

WASHINGTON

**Choose your own cities.**  
Non-Sheraton cities can be included  
in the Sheraton Closed Circuit TV  
Network. We'll tailor-make *your*  
network — from 2 cities to 100.



AKRON  
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ALBANY  
Sheraton-Ten Eyck  
BALTIMORE  
Sheraton-Belvedere

BOSTON  
Sheraton Plaza  
BROOKLINE, MASS.  
The Beaconsfield  
BUFFALO  
Sheraton Hotel



## your convention — even ask questions WITH SHERATON CLOSED CIRCUIT TV

Now you can bring your entire national organization together — at lower cost than ever before. You can do it without taking any key men away from their districts. You can do it quickly, easily and economically through Sheraton's Closed Circuit TV Network.

This new way of holding a national meeting is a proven success. Hundreds of organizations have found it saves time, saves money, gets results.

With Sheraton TV you can talk face-to-face with audiences coast-to-coast simultaneously on theatre size screen. You can reach two cities or a hundred cities. You can talk not only to people in Sheraton cities in the United States and Canada but to people in other cities as well. What's more your audiences can talk to you,

ask questions, as well as see and hear you.

The Sheraton Closed Circuit TV plan is completely flexible. Sheraton experts will tailor-make a convention to fit your needs. They will also relieve you of all the technical details, help with your programming and simplify your organizational problems.

If you're planning to hold a national convention . . . or would like to launch a new product or sales plan . . . or if you're looking for a way to get your entire organization together at reasonable cost . . . then you should give careful study to Sheraton's Closed Circuit TV Network. For complete information, write: Sheraton Television, Park Sheraton Hotel, New York, N. Y. — COLUMBUS 5-3830.



# SHERATON THE PROUDEST NAME IN HOTELS

### IN THE U. S. A.

CHICAGO  
Sheraton-Blackstone  
Sheraton Hotel  
CINCINNATI  
Sheraton-Gibson

DETROIT  
Sheraton-Cadillac  
INDIANAPOLIS  
Sheraton-Lincoln  
LOS ANGELES  
Sheraton-Town House

NEW YORK  
Park Sheraton  
Sheraton-Astor  
Sheraton-Russell  
PASADENA  
Huntington-Sheraton

PROVIDENCE  
Sheraton-Billmore  
ROCHESTER  
Sheraton Hotel  
SAN FRANCISCO  
Sheraton-Palace

SPRINGFIELD, MASS.  
Sheraton-Kimball  
ST. LOUIS  
Sheraton Hotel  
WASHINGTON  
Sheraton-Carlton  
Sheraton-Park

MONTREAL  
Sheraton-Mt. Royal  
The Laurentien  
TORONTO  
King Edward

NIAGARA FALLS  
Sheraton-Brack  
HAMILTON  
Royal Connaught

Under construction — Sheraton Hotel, Philadelphia

### IN CANADA





BACK IN 1898, on eve of Spanish-American War, National Cash register salesmen from all over the world met in Dayton. These

flag-waving conventioners saw slide films on selling techniques, heard lectures and viewed a stage show imported from New York City.

## Grandfather Went to Sales Meetings, Too

Your stunts and skits, badges and themes, visuals and tours wouldn't surprise Grandfather. He had them.

Before you start to call a meeting technique "new," check with Granddad. He's probably seen it—maybe back in '98. Will your *new* idea work?

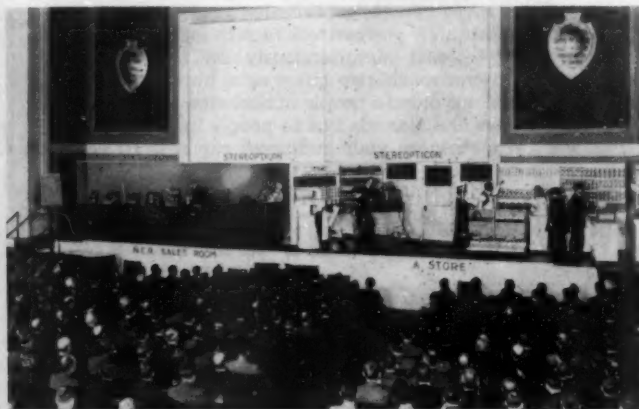
Ask him. He might have tried it in 1912.

Photographs from the files of The National Cash Register Co., Dayton, Ohio, show how Grandfather augmented his knowledge of salesmanship as a member of NCR's Hundred

Point Club (abbreviated as CPC). He had to reach or beat 100% of sales quota to attend the CPC convention then, as NCR salesmen must do today. CPC membership is still the greatest honor an NCR salesman can earn.



STUNTS IN 1912 include pictures of salesmen instead of numbers on cash register tabs that pop up when a key is pressed. Here salesmen tour plant during CPC convention.



FORTY YEARS AGO actors play roles in sales situation in retail store (right) and branch office (left). Above set is screen for slides. NCR learned early the value of visual aids and uses them extensively today.



TENT CITY was erected for one old-time sales meeting. Here Granddad relaxed with pianola and victrola in recreation tent.



OUTSIDE SPEAKERS often addressed National Cash Register's CPC meetings. In 1919 Warren G. Harding, then senator from Ohio, spoke.



HEAVY SNOWS didn't bother Grandfather. Special sleds transported him to meeting sessions.



NCR President John H. Patterson's last sales convention was one of his most spectacular. In 1922, conventioners marched down Dayton's Main Street. Mr. Patterson, then 78, rode in the automobile.



MR. PATTERSON (left) welcomes conventioneer outside NCR's administration building. He had a flair for showmanship and a conviction that "the more we sell, the more good we do."



LIKE OLD TIMES, President Stanley C. Allyn (second from right) greets salesmen to Golden Jubilee convention last January. He is flanked on right by John M. Wilson, v-p sales, and R. S. Oelman, executive v-p, on his left.



IN 1917, wives of NCR salesmen met in Dayton, at the company's invitation, as part of a program to familiarize them with their husbands' business, and with the special problems which NCR salesmen faced as a result of World War I.



PRELIMINARY PLANNING was always important. This group is shown working out stage details with miniature set and tiny actors. Basic meeting rules remain the same today: (1) Know where you are going; (2) Pick the best route to get there; (3) Keep the trip interesting.



PAGEANT SCENE in 1920 convention portrays company's efforts to lighten salesman's task with selling aids. Emerging from "The NCR Schoolhouse," young salesman has received basic training in his profession and is ready to capitalize on the company's sales aids. By taking advantage of these opportunities, scene suggests that he can realize still greater financial rewards.



PLANT TOUR during 1916 meeting includes train trip through site of what was once a sawmill operated by the company founder. As salesmen ride through area, a sign reminds them of the importance of a National Cash Register receipt. "President Patterson ran this mill when 14 years of age," says the sign. "Through his forgetting to charge and not giving receipts, great loss resulted." As today, meetings never lacked imagination.



PAUL E. GANZ, Bowser president, demonstrates working model of Bowser Diatomite water filter to foreign students. Traveling road show took a year to ready for its initial 10,000-mile jaunt.



## What Do You Get Out of a Road Show?

1. Bowser, Inc., discovered new use for its products.
2. It turned up sales prospects along the way.
3. Exhibited to all its wide range of skills.
4. Instilled in employees new pride in their jobs.

A tall, turbaned gentleman from New Delhi, India, was bending over a fascinating little machine that counted coins with the accuracy of

an Einstein. Beside him was another dark skinned representative of the Near East's fastest growing nation. They kept their eyes glued on

the device and finally the turbaned chap turned to his fellow countryman and asked, "Wonder how it does with rupees?"

The two men from India were from the Indiana Technical College of Fort Wayne, Ind.—just two of nearly 150 students from foreign lands who attend Indiana Tech each year. The device they were viewing was an automatic coin counter made by a subsidiary of Bowser, Inc., Fort Wayne. Their comments were typical of those elicited by "Bowserama,"



EXHIBITS, built by Becker Bros., Co., Chicago, posed difficult transportation problem.

A BERMUDA  
AND CARIBBEAN  
**CRUISE**  
real  
Sales Incentive  
**NEWS!**

- ★ This unique Prize sparks any contest . . . makes men pitch as they never pitched before.
- ★ When top names like Ford, GE, International Harvester, Eastern Life Insurance Co., Philco, R.C.A., Swift and Westinghouse repeat, you *know* they've found a proven winner!
- ★ Give your next Contest or Convention this dramatic lift. Plans and exciting promotion material yours for the asking.



Sales Department

**FURNESS LINES**

34 Whitehall St., New York 4, N. Y.  
BO 9-7800

a touring "road show" that has just completed a 10,000-mile jaunt about the country. Like the Indian, thousands of men looked at one of the one thousand and one products on display in the show and wondered about "other uses" for the equipment. In so wondering, they were helping to accomplish one of the objectives set forth by R. Hosken Damon, chairman of the Board and President of Bowser, Inc.

Idea for Bowserama, a traveling display of Bowser's diversification of manufactured products, began in the mind of Damon almost four years ago. Damon, among other things, was determined to correct the lack of knowledge on the part of Bowser employees as to just what their own firm was doing. With this basic thought in mind, Bowserama began to merge as a "method of explanation."

#### Many Aims

As Damon delved further into the idea he realized that the road show he had in mind might well be doing several things at the same time. Not only were Bowser employees "behind the times," so to speak, as regards their firm's capabilities, but a good many businessmen and civic leaders were just as much in the dark.

For years the name Bowser has meant but one thing to literally tens of thousands of people—gasoline pumps. And, of course, pumps were the items that brought Bowser world-wide recognition. But in 1949, Bowser began moving into other fields.

Out of nearly a score of different subsidiaries and directly-owned Bowser firms, only a smattering have names that might indicate they were connected with Bowser. From pumps, Bowser, at one time or another, took unto itself such items as smogless incinerators, liquid meters, fare boxes, electric office filing equipment and such defense materials as bomb releases, radar antennae and firing mechanisms. There's even a self-parking device for parking lots without attendants.

In most cases these manufactured items were produced with one use in mind. But Damon, with years of successful business operation behind him, realized that some of the most important uses of a product often are far removed from its original purpose.

Here, then, was born the second purpose of the show. Damon frankly

admitted when he began putting together Bowserama, that he didn't know all the uses to which the many scientific devices could be put, but, said Damon, "I intend to find many new ones." And he dubbed Bowserama a "tour of discovery."

#### Year to Put Together

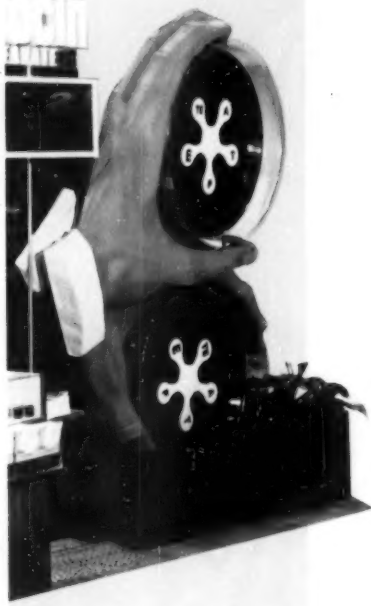
It took almost a year to put Bowserama together, and when Damon was finished he discovered he had \$3 million represented in the show in development for the products exhibited.

As in education, where teachers have found that films, diagrams or actual props help get the point across, so Damon found with Bowserama. A West Coast executive took one look at the show and promptly named it "Pandora's Box of Magic," a description that stuck.

Damon began to assemble the show at Chicago headquarters of Bowser, Inc. Props and displays, made of conventional exhibit materials, were designed by a Chicago display firm under direction of the advertising department of the Ford Wayne division of Bowser. Props and displays were made for easy assembly and dismantling. The show had to be portable enough to set up and repack without great difficulty.

Because of the extensiveness of displays, packing presented a major problem. Every packing case meant additional room that could not be utilized. This, plus the fact that constant packing and repacking in crates was a difficult undertaking that did not really assure safe transportation of some of the most delicate instruments on display, lead Bowser to call on the services of North American Van Lines. Employing two huge 32-foot vans, Bowserama was carried from city to city, cushioned from bumps and the elements in padded moving vans. No packing cases or crates were used, for each item of display was separately cushioned by padding. The 14 tons of equipment, machines and displays have been moved 8,000 miles without mishap.

As Damon met with a group of Bowser executives to map out Bowserama's itinerary, it was decided that the show should visit major industrial, business and military concentrations from Cleveland to the West Coast. In each city, Bowser employees would have first look, thereafter to come the area's civic and business leaders, industrial prospects, technical engineers, interested students and military personnel—al-



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● Part of 40-foot island exhibit for Abbott Laboratories



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CHICAGO 8, ILL., 1937 W. Hastings St., TAYlor 9-6600  
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GARDNER DISPLAYS  
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Yes, I want to know more about exhibits and displays!  
Please send me your:

- ☐ 30-page Illustrated Brochure
- ☐ Special Exhibitor's Check List
- ☐ "Drama and Action in Trade Show and Institutional Exhibits"

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Address.....  
City..... Zone..... State.....



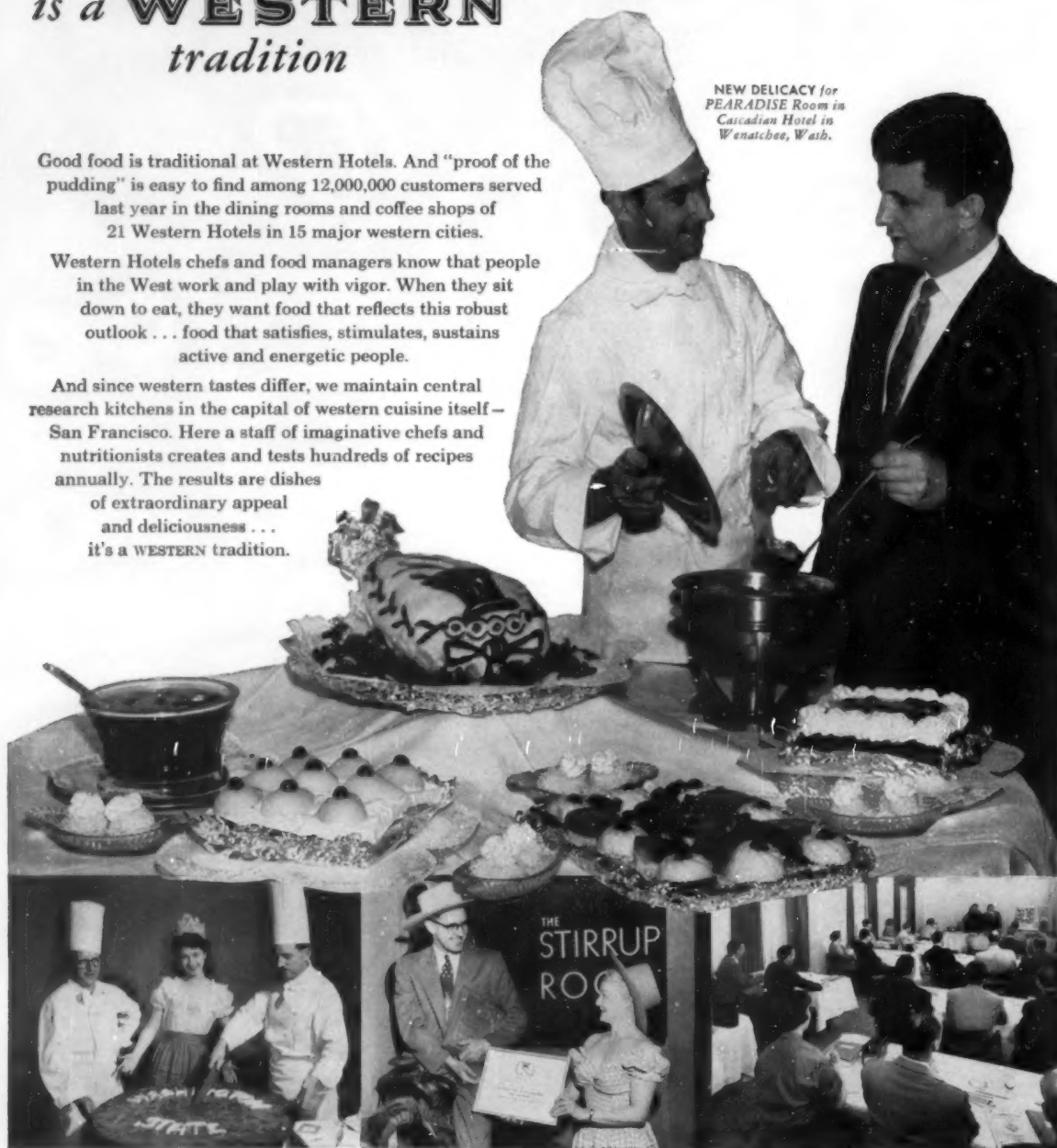
# Pleasing palates... is a **WESTERN** tradition

Good food is traditional at Western Hotels. And "proof of the pudding" is easy to find among 12,000,000 customers served last year in the dining rooms and coffee shops of 21 Western Hotels in 15 major western cities.

Western Hotels chefs and food managers know that people in the West work and play with vigor. When they sit down to eat, they want food that reflects this robust outlook... food that satisfies, stimulates, sustains active and energetic people.

And since western tastes differ, we maintain central research kitchens in the capital of western cuisine itself—San Francisco. Here a staff of imaginative chefs and nutritionists creates and tests hundreds of recipes annually. The results are dishes of extraordinary appeal and deliciousness... it's a WESTERN tradition.

NEW DELICACY for  
PARADISE Room in  
Cascadian Hotel in  
Wenatchee, Wash.



SIR FRANCIS DRAKE serves biggest apple pie in the world to Washington State's Apple Queen.

MULTNOMAH'S STIRRUP ROOM wins Holiday Magazine award.

CHEFS AND CATERING MANAGERS meet to discuss new dishes.

**WESTERN HOTELS INC.**



LOS ANGELES: Mayfair; SAN FRANCISCO: Sir Francis Drake, St. Francis, Maurice;  
PALM SPRINGS: The Oasis; SEATTLE: Benjamin Franklin, Roosevelt; SPOKANE: Davenport; PORTLAND: Multnomah, Benson;  
DENVER: Cosmopolitan; SALT LAKE CITY: Newhouse; VANCOUVER, B.C.: Georgia; TACOMA: Wintrop; WENATCHEE, WASH.: Cascadian;  
BELLINGHAM, WASH.: Leopold; BOISE, IDAHO: Boise, Owyhee; POCATELLO, IDAHO: Bannock; BILLINGS, MONTANA: Northern

though not necessarily in that order.

It was decided that Chicago would get the premiere showing of Bowserama, and from then on the show would visit Seattle, San Francisco, Los Angeles, Salt Lake City, Fort Wayne, Detroit, Cleveland and Dayton with scheduling beyond Dayton to be determined later.

It was planned that R. Hosken Damon would appear at each showing of Bowserama and direct overall production—but major problem of invitations, scheduling, location and advertising would be handled from the nearest regional office. With the average length of stay at any one given city about three days, this meant a major contribution by regional offices plus absolute necessity for close coordination. The left hand had to be able to know and predict with accuracy what the right hand was doing.

This coordination was the assignment of Bowser Advertising Department in Fort Wayne. Public relations for the venture was handled by Willis S. Martin Co., Fort Wayne's advertising agency for Bowser, Inc., through public relations affiliates appointed in each show city by them.

Bowser headquarters in Chicago assigned some 30 technicians and executive personnel as permanent traveling personnel with the show.

As soon as the show opened its door in Seattle, things began to pop. A thousand invited guests viewed the show and many of them seemed to have ideas for other uses of equipment on display.

Damon was pleased when a Seattle brewer, after close examination of a proportioning device, pronounced it ideal for blending beer. "Now he's substituting it for a method that's been used by the brewing industry for more than 100 years, and that's one of the many things we were hoping for," says Damon, "to enable business and industry to explore undiscovered potential uses for products in terms of their own production, processing and control problems."

In San Francisco, several thousand interested persons viewed the show. All in all, up to 2,000 persons in each city accepted the invitation of the company to take a look at this exhibition of technical equipment. Tour leaders, officials, engineers and technicians, were well qualified to explain and demonstrate the many unusual and advanced technical products.

In jam-packed Los Angeles, where perhaps there are more automobiles per capita than any other city in the entire world, Bowser's automobile



## Here's *New Life* for tired sound film

A photographic sound track that's gone scratchy... a message that's either stale or obsolete seriously impairs the value of any sound film. But you can give it new life, new meaning, quickly and inexpensively. Just have a magnetic stripe applied... then record as you wish with the

### RCA MAGNETIC RECORDER-PROJECTOR

To record, you simply project your film and speak from a script into the microphone while watching the screen. Erase, re-record and play back at any time. Or—you can personalize the message to various audiences, even mentioning members of the audience by name. And you get *superb sound quality*. Finer sound than you ever heard on 16 mm film—for just a few cents a foot!

You'll find an RCA Magnetic Recorder-Projector an investment that pays dividends from the start... get the facts from your RCA Audio-Visual Products Distributor, or check and mail coupon today.



AUDIO-VISUAL PRODUCTS

**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DIVISION

CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Radio Corporation of America  
Dept. Y-275, Building 15-1, Camden, New Jersey

- ☐ Please send me without charge your new booklet, RCA Magnetic Projectors.  
☐ Please have nearest RCA Distributor call me to arrange a demonstration of the RCA Magnetic Recorder-Projector.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

parking product attracted wide attention. Parcoa, an automatic parking lot device, made by a Bowser subsidiary, was demonstrated to capacity audiences. Said a harried Los Angeles store owner. "This is what I've been looking for."

Representatives of transit firms, too, eyed Parcoa with thoughtful expressions, when Damon commented, "Frankly, the public is tired of being loaded into buses in the old cattle car system. Guarantee your customers a swift ride and a seat." Through Parcoa's system of coded car keys,

which actuate electrical gates, cars can be self-parked on lots located on a city's edge and from there to the downtown area on buses where everyone who has a key to fit the gate is guaranteed a seat.

Planning that went into Bowserama's week-long run in Fort Wayne is typical of the tour.

To begin with, the entire sixth floor of the Bowser office building was remodeled to house the exhibit. This is the only unusual aspect of the Fort Wayne showing in that hotel ballrooms and auditoriums were

utilized in other cities.

Into this auditorium, the 14 separate booths containing Bowser's 1,001 different products were set up. Once set up, photographers moved in to shoot some basic photographs that could be used with the first press releases for newspapers and television.

The long lists of some 2,000 Fort Wayne and area business, civic and engineering leaders, prepared in advance by the advertising agency and Bowser, were then put to use.

With this information at hand, invitations were placed in the mail, timed for seven days before opening. A second follow-up was made three days before Bowserama Day. In most cases, a business replay card form was included. Telephone calls were used to check on those whose presence was essential to the success of the show in Fort Wayne.

With another of the main purposes of the show in mind, to establish better public relations between the community and the company, the Fort Wayne Calendar of Events got under way Friday evening at 6:30 PM, a week prior to official opening of the show in Fort Wayne. Representatives of public information media were feted at a dinner held at the Chamber of Commerce and those whose schedules allowed it, were then taken on a tour of Bowserama.

Those who couldn't make it Friday evening were invited to take a look at the show any time they could arrange it.

On the following Friday and Saturday, Bowser employees got their first glimpse of the exhibit. Many of them brought their families as they toured through the display and looks of amazement at the scope of Bowser operations were not too unusual.

On Wednesday, April 27, civic and business leaders—some 150 hand-picked community leaders—were greeted at the door by Damon and Paul Ganz, president, Fort Wayne Division. VIP's were served cocktails in the sixth floor auditorium, as Bowser directors and officers conducted small groups on tours throughout the show.

Thursday and Friday, Bowserama played host to club memberships of nine engineering clubs, purchasing agents association, industrial and oil marketing businessmen and many other logical business categories.

Friday was Institutional Day. In addition to aforementioned professionals, students with an interest in the technic displays were invited. There were Junior Achievers, some 150 of them; science and engineer-



## America's Informal Business Capitol

The Greenbrier's new West Wing offers groups up to 1000 the finest and most modern meeting facilities to be found.



The auditorium, the theatre, and various-sized smaller meeting rooms provide complete privacy and air-conditioned comfort for all types of functions. The latest P.A. systems, stage and movie equipment (including a CinemaScope screen in the theatre) are available. Attentive service is, of course, axiomatic at America's leading resort hotel—The Greenbrier.

Special all-inclusive Group Rates effective December 1, 1955, to February 29, 1956.

*The Greenbrier*

For complete information, address:  
DIRECTOR OF SALES

WHITE SULPHUR SPRINGS,  
WEST VIRGINIA

Or inquire of Greenbrier offices in:

New York, 17 E. 45th Street, MU 2-4300  
Boston, 73 Tremont Street, LA 3-4497  
Chicago, 77 West Washington Street, RA 6-0625  
Washington, D. C., Investment Bldg., RE 7-2642  
Toronto, 80 Richmond Street, West, EM 3-2693



ing students from Purdue Extension, Indiana Extension, Tri-State College in Angola, and Indiana Technical College. Chartered buses and station wagons were provided students—and just in case students in chartered buses might be mistaken for sports enthusiasts, a huge Bowserama banner was attached to the sides of all transporting vehicles.

Following Monday the show played host to members of the local Air Force Reserve Squadron and other military installations.

The tour routine for these groups were pretty much standardized. Upon entering the sixth floor exhibition hall, each guest was given a copy of a pamphlet describing Bowser's "1,001 WAYS" of service and a "Welcome to Bowserama" folder. While touring groups of between eight and twelve were being assembled in the lobby of the plant, hostesses filled out identification cards which they then attached to their coats. Except for the cocktail party for the VIP's, all groups were served soft drinks or coffee and cookies upon their return to the lobby.

Cooperation received from newspapers, radio and television in Fort Wayne was excellent. One station, a 50,000 watt outlet, broadcast a special 45-minute tape recorded program on the show—an announcer and a portable minitape made the rounds of the exhibit with Ganz Damon as broadcasts guides. On two television stations in the area, Bowser's film on Parcoa was televised, plus a live 15-minute interview with Ganz and Fred S. Ehrman, vice-president in charge of sales, who brought with him some of the fascinating items from the display plus a few historical exhibits, such as S. F. Bowser's original petroleum pump.

At the press party, which began the local observance of Bowserama Days, each press representative was given a press portfolio, containing full description of the traveling road show plus photographs. Stories were timed for release so that both television and the newspapers received an even break—one of those all important details.

Arrangements, guest list and scheduling in Fort Wayne were pretty typical of the manner in which the show was handled at the nine cities it visited.

As for results, no one can determine far reaching results in a short summary. Referring back to Damon's objectives, we might sum them up: To let everyone know what Bowser, Inc., is doing in its many

fields of endeavor.

Damon himself is thoroughly sold on the traveling road show idea, as are the rest of company executives. They know that Bowser employees everywhere have a greater pride in their own company, not only through realization of its diversification and excellence of products, but because of the well planned exhibits and the good taste with which the show was presented.

On April 26, Damon told a stockholders meeting that results to that

time from the show's tour of several major markets were "most gratifying."

Says Damon: "Substantial orders have been booked and the sales force is busily engaged following through on the surprisingly large volume of potential business uncovered."

You note that Damon refers to "potential business." That's what he expects from Bowserama. All that was needed was an "in" with a potential customer and Bowserama provided that "in." The End



**EXOTIC WAIKIKI ROOM**  
known the country over for the most authentic Polynesian food, beverages and music!



**FAMOUS JOLLY MILLER**  
with its unique Charcoal Broiler features marvelous charcoal broiled specialties!



**GARDEN BALLROOM**  
newly redecorated, accommodates over 1100—It's now the most magnificent room of its kind in the Northwest!



**CONTINENTAL SUITE**  
this brand new suite, one of many throughout the Hotel, is without a doubt America's most beautiful guest suite!

The height of hospitality  
since 1858!

*Hotel Nicollet*

MINNEAPOLIS

... offering the finest, most modern facilities in the Northwest to travelers and conventions!



600 Rooms

Connecting Garage

**Neil R. Messick**  
General Manager

**Morgan Nichols**  
Manager

Telephone:  
ATLantic 3177

Teletype:  
MP-33



LOOK uses children and paper dolls . . .



Agency uses fashion models and mink . . .

## To Make It Different When You Talk Advertising

Follow the lead of Jayson and Excello sales meeting where they hit salesmen with marshmallows instead of stones. No heavy statistics or unfathomable claims were offered. Five publications cooperated to make "values" meaningful.

BY CHESTER ROBERTS\*

Sales Managers, advertising managers and agency account people like to feel that their promotional material is so vitally important and interesting that the company's salesmen *want* to listen and be enlightened.

It just ain't so!

If we're honest with ourselves, we'll admit that salesmen, with few exceptions, would just leave for home and get out on the road a day earlier! If he's an average salesman, he's convinced that the "boss man" would be a lot smarter if he took the advertising money and paid it out to the sales-

man in extra commissions and extra allowances for entertainment.

As a result, to keep a company's salesmen interested in a morning's advertising program you have a major problem. Advertising plans are usually presented at the end of a sales convention. Timing is dictated by necessity. Obviously, advertising picks up the major promotional items in the line (especially in the soft goods fields) and to present it earlier in the program would tip the firm's hand.

The problem is complicated by the fact that the men usually are required to attend several full day sessions in advance of the advertising presentation. At these sessions, they are subjected to sales pressure from various key executives, department heads,

controllers and other people who have a limited amount of time available to them to present their lines and put across their words of wisdom and advice.

The problem is increased because—whether we want to admit it or not—most salesmen don't retire to their rooms once the convention sessions are over. They go "out on the town"; they stay up to all hours. By the time you're ready to hit them with your advertising program, they're sleepy, they're bored, and they're just not particularly interested.

It's a tough audience to face—especially at 9 AM!

Our client, F. Jacobson & Sons, Inc., is the parent company for two nationally branded lines. Under the name of Jayson, it manufactures a line of men's dress shirts, woven sport shirts, knit sport shirts and pajamas at popular prices ranging from \$2.95 up. Under the name of Excello, it manufactures a line of relatively high priced dress shirts and woven sport shirts, starting at a price of \$5 and going up the price scale.

To sell these products, it maintains a selling staff of close to 75 men. The company backs its salesmen and its products up with two completely different advertising and promotional campaigns. Jayson and Excello, be-

\* Account executive with Alfred J. Silberstein, Bert Goldsmith, Inc., which still has Jayson-Excello account, Chester Roberts is now with Donahue & Co., Inc.



"By Jove, I'd almost dip into capital for her."

**NEW YORKER uses cartoons\*** . . .



**POST uses slides of a salesman's home town and family.**

cause of their price line differences (and their different retail outlets) are sold to the consumer and retailer with two completely different approaches.

We started our plans for the fall, 1955, lines approximately four months ahead of our convention date. Past experience had demonstrated that rough layouts and word pictures of what was to come simply didn't do the trick. As a result, advertising was deliberately planned sufficiently far in advance to permit completion of every single promotional item the men would have as selling tools. This included completed engraver's proofs of all national ads (even full color), finished models of all point-of-sale display material, and a complete mat service.

One month before the convention, the agency met with our client's sales promotion manager, John K. Northway and Monroe L. Mayer, vice-president and general sales manager, to plan the advertising end of the convention.

From this initial meeting came the following conclusions and agreements:

1. The presentation for *Excello* must be handled completely different from that for *Jayson*—just as advertising was completely different.

2. No one speaker should be allowed to talk more than five minutes without some sort of visual or physical interruption.

3. The pace, as well as the speakers, must be changed as often as practical.

\* This cartoon, one of many used at meeting, is copyright April 27, 1938, The New Yorker Magazine, Inc.

4. Magazine presentations must be as different as possible from those put on at previous conventions.

5. The company wanted every promotional piece down to the last statement enclosure shown and described to the men in the most dramatic way possible.

6. Our approach was to be *indirect selling* instead of *hard selling*. This approach was decided upon as a change from the "hard-sell" planned by the various department heads for the preceding merchandise meetings.

### Planning Meetings

Problem of format for the magazine presentations was taken up immediately to allow ample time for discussion and preparation. Individual meetings were set up (through the magazine space salesmen) for joint discussions with the magazines' promotion departments. The client was represented by its sales promotion manager (who was directly responsible for the smooth, orderly functioning of the entire convention) and the agency was represented by its account executive.

Magazine people were briefed by the agency in advance of initial meetings on what was wanted. Each was clearly told that the men were bored with the usual and repetitious slide presentations loaded with statistical facts proving beyond a doubt that blank publication was the greatest. Statistics about magazine circulation and penetration, it was pointed out, bounced meaninglessly off the salesmen at previous conventions. By the time they got to the advertising meeting, salesmen had absorbed all the

statistics they could—or would—absorb.

Since the company's advertising was scheduled to appear in 11 major publications, it was quickly obvious that all publications could not be represented by speakers, so it was decided to invite only five to speak—the five magazines in which major promotions were scheduled to run.

These five magazines had been addressing the same men at our conventions at least twice a year—for a good many years. This made it mandatory that a *different* type of presentation be prepared.

Out of this series of meetings came the following unusual magazine presentations.

### Saturday Evening Post

**Object:** To prove *local* impact of the *Post*.

**Presentation made by:** Jesse Ballew, manager Retail Merchandise Division of the *Post*.

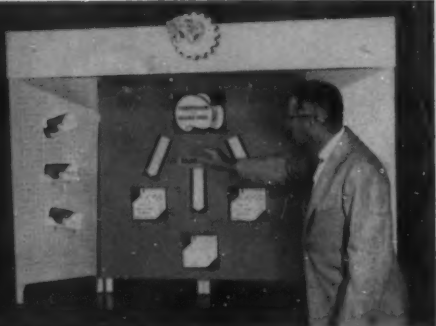
**Equipment used:** Visual-Cast and screen.

In preparation for the convention, the *Post* sent a crew of photographers and interviewers to Indianapolis, Ind. First assignment (to set the location) was an aerial view of the famed Indianapolis "Circle." Next photograph was one of Alex M. Clark, Mayor, Indianapolis. While his photograph was on the screen, it was brought out that Clark took out his first subscription for the *Post* in May, 1931, and that his entire family reads and enjoys the *Post*.

The Mayor was asked to direct *Post* researchers to a typical community and he suggested North Indianapolis. A photo of the intersection at Pennsylvania and 40th



## Versatile New Desk Top "Stagette"



**versatile**

**compact**

**portable**

**economical**

Ideal for small Dealer & Distributor Meetings, Sales Training Sessions, Advertising Presentations, Employee or Supervisory Meetings or as an exhibit at a Trade Show.

All essential features—pegboard, flannel board, screen, lights—are built in. No extras to carry or assemble.

Can be carried in a car, train or plane and easily assembled by one man.

This focal point of your presentation which eliminates competition from distracting backgrounds is available in single units at \$175.00 and in multiple units (two or more) at \$150.00 each. (Price F.O.B. Chicago) Specially made carrying case \$24.95.

**THEATRE FOR INDUSTRY**  
IRA MOSHER ASSOCIATES, INC.

10 Rockefeller Plaza, New York 10, N. Y.



## BRAND-NEW MEETING ROOMS ... PLANNED FOR YOU

To provide you with the location for a thoroughly successful sales session, every one of the Bellevue-Stratford meeting rooms, as well as the famous Bellevue Ballroom, has been completely renovated and air-conditioned. And our experienced staff is trained to solve your problems—before they arise!

**THE** *Bellevue-Stratford*

"New in Face—Old in Grace"

BROAD AND WALNUT STS., PHILADELPHIA 2, PA.

Street was then flashed on the screen.

As the commentator explained that they had looked for a typical Indianapolis home, a photograph of the home of Joseph Fox, Jayson and Excelllo salesman, was projected on the screen—completely unexpected by Fox, who was present at the meeting.

There followed in quick succession, an interview with Joe Fox's attractive wife and two young children—a revelation of the fact that Joe was not a subscriber to the *Post* (he was called up immediately to the speaker's podium and presented with a complimentary subscription)—and a further revelation that practically every item of clothing Joe owned (and most of the branded items in his household) were *Post* advertised products. All of the above was illustrated on the screen with photographs.

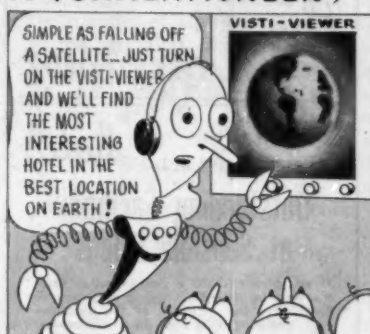
The *Post* presentation continued with a series of photographs to show Mrs. Fox's typical day. The cameraman and interviewer followed her to the local Texaco Service station where they have their car serviced. Ted Lach, owner of the station, turned out to be an old time *Post* reader—and Texaco, of course, advertises in the *Post*.

Stops were then made at Hook's Drug Co., where Bill Navin, proprietor and a friend of the Foxes, stated that he reads the *Post* regularly because it is a "home magazine that the whole family can enjoy." The *Post* also called on Lou Walters at the Community Buick Co. that sold Joe his last two cars; local A&P where Mrs. Fox does most of her shopping; Rabbi Maurice Goldblatt, Indiana Hebrew Congregation; Squire Shop, local men's shop serviced by Joe and owned by Leonard Kaplow, a close friend of the Foxes; and finally, an interview with John Enard, assistant cashier, Indiana National Bank, where Joe keeps his money. All of the above were illustrated on the screen with photographs.

Jesse Ballew closed his presentation with the following comments:

"You may be wondering why we've used the time allotted to us without once discussing the strength of *Post* merchandising and how its use at the retail level will help move Jayson merchandise. What we've tried to tell you is that the *Post* is read in homes of all types of American people and believed in by families of salesmen, druggists, service station attendants, bankers, and men of God—and these, after all, are the people who buy the merchandise you sell. All of this illustrates a point impor-

# MELVIN MARTIAN... (CONVENTIONEER)



A Famous Host in a Fabulous City

the **BAKER** hotel, Dallas, Texas

**AFFILIATED NATIONAL HOTELS**

<b>ALABAMA</b>	<b>TEXAS</b>
MOTEL ADRIAN SEMMES..... Mobile	MOTEL STEPHEN F. AUSTIN..... Austin
MOTEL THOMAS JEFFERSON..... Birmingham	MOTEL BROWNWOOD..... Brownwood
<b>DISTRICT OF COLUMBIA</b>	MOTEL BAKER..... Dallas
MOTEL WASHINGTON..... Washington	MOTEL TRAVIS..... Dallas
<b>INDIANA</b>	MOTEL CORBET..... El Paso
MOTEL CLAYPOOL..... Indianapolis	MOTEL BUCCANEER..... Galveston
<b>KANSAS</b>	MOTEL GALVEZ..... Galveston
MOTEL DESOTO..... New Orleans	MOTEL JEAN LAFFITE..... Galveston
<b>NEBRASKA</b>	MOTEL PLAZA..... Laredo
MOTEL PARKTON..... Omaha	MOTEL LUBBOCK..... Lubbock
<b>NEW MEXICO</b>	MOTEL FALLS..... Merlin
MOTEL CLOVIS..... Clovis	MOTEL CACTUS..... San Antonio
<b>SOUTH CAROLINA</b>	MOTEL HENGER..... San Antonio
MOTEL WADE HAMPTON..... Columbia	<b>VIRGINIA</b>
	MOTEL MOUNTAIN LAKE..... Mountain Lake
	MOTEL MONTICELLO..... Monticello

HOST TO THE NATION  
AFFILIATED NATIONAL HOTELS



## Yes! Available for Your Conferences

...the Famed Advantages of  
America's Fabulous Resort



## the Distinctive ARIZONA BILTMORE

Unexcelled Facilities for  
Conventions and Meetings  
during November, December,  
January and April

Besides the pleasures of a luxury resort, the Arizona Biltmore offers deluxe rooms and suites accommodating 350 people... a large dining room seating 350 to 400... a theatre auditorium accommodating 250, with stage and 35 mm and 16 mm projectors... several meeting rooms in sizes suitable for 25 to 100... also various recreational and informal meeting areas.

Your delegates enjoy the service that the Arizona Biltmore is renowned for, as well as its famous leisure time diversions... its championship 18-hole golf course... tennis courts... colorful swimming pool and cabanas... riding stables and scenic trails.

For rates and other information,  
Write George Lindholm, General Manager,  
the ARIZONA BILTMORE, Phoenix, Arizona.

## the Jefferson

ATLANTIC CITY, N. J.

hotel

## Outstanding Facilities at Sensible Prices

If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson... Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- UNEXCELLED LOCATION—in the heart of the resort, convenient to railroad and bus terminal.
- BANQUET ROOM—seating 1230 persons.
- SEPARATE MEETING ROOMS accommodating 35 to 350 persons.
- EXHIBIT SPACE of over 13,000 square feet.
- SOUNDPROOF, AIR-CONDITIONED auditorium.
- 468 COMFORTABLE ROOMS in the Jefferson and its sister hotels.
- EXPERIENCED STAFF to handle all details.

For complete details and information for future bookings, write, wire or telephone Charles A. Fetter, General Manager.



**Jefferson Auditorium**  
Atlantic City's Newest & Finest  
Completely Air Conditioned

## "Nine Minutes From L. A. . . . Right Off the Freeway"

ALL THE  
SERVICES OF  
A  
GREAT HOTEL

Beautifully decorated Rooms and Suites, with Radio and TV available—Swimming Pool & Health Club—Meeting Rooms—Banquet Rooms—Parking

E. TALL COMMANDAY, Mgr.

TEL: Hollywood 5-3171

TELETYPE—L. A. 1786

*"Hotel of the Stars"*  
**THE HOLLYWOOD KNICKERBOCKER**  
IN THE HEART OF HOLLYWOOD, CALIFORNIA

tant to you and your firm: The *Saturday Evening Post's* impact is local because the *Saturday Evening Post* gets to the heart of America!"

Lillian Fox, the salesman's wife, incidentally, had been sworn to secrecy with the result that the entire presentation was a complete surprise—and effective. After the presentation, she was introduced to the convention.

### Life Magazine

Object: To prove thorough readership of *Life*.

Presentation made by: Bill Arnold, *Life*.

While Bill Arnold greeted salesmen on behalf of *Life*, advance copies of *Life*—not yet on newsstands—were distributed to the audience. Bill then stated that he had met a man in the lobby of the hotel on his way to the meeting who was just purchasing *Life* on the newsstand. After engaging the man in conversation and being convinced that he was an average *Life* reader, he had prevailed upon the man to come up with him and tell the convention why he liked *Life*.

The gentleman was actually John Campbell, memory expert from Cleveland who had been flown in for the occasion. Campbell had been given an advance press copy of *Life* the day before the convention which he had completely memorized.

Campbell told the men he was a regular *Life* reader—as a matter of fact, he offered to show the men how well he had read *Life*. He asked them to turn to any page in the magazine and give him captions, page numbers, pieces of paper torn out from any page in the book, etc., and he rattled off exact wordings, size and contents of ads, captions, descriptions of photos, etc., without a single error. All in all, it was an amazing, fascinating and unexpectedly entertaining 10 minutes.

Point made by Bill Arnold was, that while Campbell was not an average *Life* reader, people do read *Life* from cover to cover!

### Look Magazine

Object: To prove dual readership of *Look*.

Presentation made by: Mrs. Lucia Collins, merchandising editor, *Look*.

For contrast, we invited an attractive woman and able speaker to represent *Look*. Mrs. Collins devoted her first five minutes to a discussion based on "What makes men buy?" She traced the history of woman's influence on men's fashion, illustrating her talk with interesting, little known anecdotes such as the origin



of the now famous pink shirt by Brooks in the early 1900's.

Then, for a complete change in pace, she introduced two young models, a boy and a girl, aged six. On the stage, a table had been set up with a group of shirts to symbolize a retail store. While Mrs. Collins handled the commentary, the boy and girl—in pantomime—went over to the table where the boy selected a conservative blue shirt. The young lady disapproved. She liked the pink shirt. The boy said no—emphatically! But feminine wiles prevail, and in a jiffy the boy has on the pink shirt while the young lady of six is showing him how handsome he looks in her little compact mirror. The moral by Mrs. Collins: It is not who wears the pants, but who buys the shirts that counts!

The *Look* presentation ended with two adult models—a young man and a young girl—dancing on stage to the tune of "Tea for Two." Mrs. Collin's commentary was sung to the tune of the song.

*Look's* presentation closed with the comment that *Look* delivers the dual readership that moves products off of retailers' shelves.

#### The New Yorker

**Object:** To prove the tremendous selling potential of *The New Yorker* outside of the eastern sales area.

**Presentation made by:** Phillip du Val, men's wear manager, *The New Yorker*.

**Equipment used:** Visual-Cast and screen.

It seemed only logical that *The New Yorker* should tell its story by means of cartoons lifted directly from the pages of the magazine, and that is exactly what was done to illustrate the unique, different character of the magazine.

The *New Yorker* story was told by first showing a cartoon of De Witt Clinton—a man nobody knew because he was *not different*. It was pointed out that although De Witt Clinton's face adorns the tax stamp which seals every cigarette package—and his face is seen 18 billion times each year—nobody recognizes him.

Add a beard to a friendly looking face, said du Val (as one advertiser did), and he becomes Commander Whitehead, the man from Schweppes—seen by few, known by everybody because he's different! That, says du Val, is the secret of *The New Yorker*—the magazine that is "different from what you suppose."

And so the presentation went. A famous *New Yorker* cartoon on

sanitation men was used to point up the number of advertising pages run by the magazine; a cartoon of a man locked in a flooded shower to point up circulation figures; a cartoon showing a portly gentlemen (sans pants) to point up the reason for so much advertising with such a small circulation; a cartoon showing a fat and well-to-do gentleman oogling a curvaceous young lady to point up the quality of readership; a cartoon showing a young lady and an elderly gentleman in an embrace to point up the nation-wide circulation of the magazine; and a famous cartoon by Steig to show that it is "not the size, but the ferocity" that counts.

Was it effective? Proof positive is the fact that up to this point, the agency had always been challenged by Jayson and Excello salesmen on placing advertising in *The New Yorker*. It is most interesting to note that while we were bombarded with many questions after the meeting, not one single man questioned our advertising in *The New Yorker*.

#### Esquire Magazine:

**Object:** To prove the influence of fashion as a selling force.

**Presentation made by:** George Jones of the *Esquire* sales staff.

**Equipment used:** Visual-Cast and screen.

The *Esquire* presentation was a rather unique one in that the name of the publication was not mentioned until the last 60 seconds of a 12-minute presentation.

Briefly, George Jones presented the story of fashion as the greatest selling force in America today. Each point he made was documented with provocatively different photographs. Fashion, says Jones, is not limited to styles in wearing apparel; it is a force that affects everything we do, the homes we live in, food we eat, restaurants we frequent, liquor we drink, brands we prefer. Fashion is the smart thing to do, the smart thing to own.

The "force of fashion" is in operation wherever and whenever we spend money. It springs from the desire of Americans particularly to possess the "last word" in all forms of luxuries. Fashion is the force that makes us think that things are obsolete before they are worn out.

*Esquire's* presentation forcefully and dramatically drove its moral home, point by point, in a subtle, indirect manner leading inevitably up to the obvious conclusion: that *Esquire* teaches a man fashion's secrets—how to enjoy his home, how to live—and that *Esquire* puts fashion to work in America as a sell-



## Attraction..

but no distraction

Quiet, charming 6,000-acre estate in the scenic Poconos, 3 hours from New York and Philadelphia. A perfect setting for meetings, conferences, sales outings. An outstanding opportunity to combine business with pleasant relaxation.

Check these advantages

### INDOORS

Fine accommodations for 400 • 840 seat Auditorium with Stage • Completely Equipped Meeting Rooms accommodating from 10 to 300 • 3,000 Volume Reference Library • Play Room, Television, Radio and Dancing • Stenographic Services and Teletype.

### OUTDOORS

27-hole championship Golf Course • 20 miles of Riding and Hiking Trails • Swimming in Olympic-size pool • Tennis Club—8 Teniko Clay Courts • Two Lawn Bowling Greens • Winter Sports—Skiing, Skating, Tobogganing.

EASY TO REACH BY CAR, TRAIN, PLANE OR BUS

RESERVATIONS NOW BEING MADE FOR 1956, 1957 AND 1958

For information write  
Loretta E. Ziegler,  
Convention Manager

Clifford R. Gillam, General Manager



**ADD PERSONALIZED PUNCH TO YOUR SALES PROMOTION**

**Advertise with AdverTIES**

*Fires-up sales and dealer programs, conventions! for Executives, Salesmen, Dealers... Valued as business gifts!*

Miller Heirn  
Allis Chalmers

Your trademark, logo, slogan, or product, colorfully reproduced on regular or bow ties, will symbolize the cooperative good will that marks every successful business.



Designed to your needs... dignified or flamboyant... this **HAND MADE** neckwear of distinctive quality will add punch to your sales program, convention, new-product announcement, or any special event. Top quality in any quantity... one unit or a million!

Write TODAY for details. Furnish ad samples and estimated quantity.

**AdverTIES**  
TRADE MARK

**AMERICAN NECKWEAR MFG. CO.**  
Dept. MS  
320 S. FRANKLIN ST.  
CHICAGO 6, ILLINOIS

**f**or  
personalized  
exhibits

**Messmore & Damon**

That "something extra" in our finished product reflects a client attitude which, in almost four decades of exhibit design and construction has brought to and kept with our firm a long and distinguished list of satisfied customers.

*We build to help you sell.*

May we fill this role for you?

**Messmore and Damon**  
1461 Park Avenue  
New York, New York

ing force in a manner unique to *Esquire*.

Equally as important—and equally as different from the ordinary—was our method of presenting the actual advertising program to salesmen.

Our over-all theme, "Jayson and Excello Add a Fourth Dimension to Advertising," was based on the unusual amount of unsolicited consumer and trade publicity accorded the Jayson and Excello advertising program of the past two years.

A prime factor in this unsolicited publicity had been a unique series of "stopper" ads which had proved so successful that they were converted into pajama and sport shirt fabrics (See *SALES MANAGEMENT*, March 1, 1955, p. 42).

Using this as a key to our presentation, we dressed three striking young ladies in the *tops* of pajamas designed from the art used in our national ads. As each promotional piece was discussed, one of the girls appeared on stage carrying a large blow-up of the display, counter card, or whatever it was we were talking about. At the end of the comments about the item, she walked into the audience and let the men have a close up look (at the promotional piece, of course).

Obviously, our material got maximum attention.

#### Color Blowups

All of the material was presented in promotional "packages." On stage were 30" x 40" blow-ups in color of covers of magazines in which our ads were to appear. On cue, one of the girls pivoted the cover of the magazine to show a 30" x 40" full color blow-up of our national ad.

Then, in rapid order, all tie-in material was unveiled by the girls: swatch cards, trade ads, trade mailings, retail counter cards, newspaper mat ads, statement enclosures.

The Excello presentation was given approximately three-quarters of an hour later. Since Excello is the more sophisticated member of the F. Jacobson & Sons, Inc. family, our approach was different.

This time, we used the same models—but dressed in beautiful, expensive mink stoles with lovely cocktail dresses and fine jewelry to match. For when you sell Excello, you're in the mink class.

Once again, the girls displayed each piece of promotional material to the men and carried them into the audience for closer examination.

Conclusion of the advertising end

The **RIGHT** Hotel...  
in a Great  
Convention City!

**Ritz-Carlton**

ON THE BOARDWALK  
ATLANTIC CITY

Nearest boardwalk hotel to Convention Hall. Complete convention facilities for up to 600 persons on one floor. Famous Merry-Go-Round Lounge. All suites and bedrooms ocean view.

Special Sales Meetings and Convention Rates

from \$6  
SINGLE

from \$8  
DOUBLE



Write, or phone  
Atlantic City 4-3051  
Michael T. McGarry  
Vice President  
and General Manager



**21 Garden Acres  
by-the-Sea**

You can be as active here as you wish, or relax as you please.

Accommodations for conventions any size to 300 guests—or sales meetings—with 5 private dining or session rooms. Cocktail lounge, dining room, and modern garage.

Miramar's private sandy beach will delight you. Heated swimming pool, also tennis, shuffle board, croquet.

Just 90 miles from Los Angeles, in suburban Montecito. Special group rates on request. European plan. Your inquiries will receive the personal interest of—

William P. Gawsner, Manager



of the program was achieved by having the three girls carry out a huge blow-up of the new salesman's Advance Card, which, when opened by the girls, carried the words: "Don't Forget to Use It."

Were the results worth our efforts? Here is a quote from a letter received by the agency from John K. Northway, Jayson's and Excello's sales promotion manager:

#### Hard Boiled

"Ours is a pretty hard boiled gang, and they have been bombarded with dry statistics for so many years, they can sit through an ordinary presentation and never hear a word that is being said. By removing the recent presentation from the realm of statistics and dramatizing and humanizing it, they sat up and listened, they got the point, and have assured us that they will remember what they heard and will put it to good use."

"I think a special word of praise is due to all of the publications who abandoned normal competitive practices and cooperated with us so beautifully. As a veteran of many years of this sort of thing, I can add that it was most interesting of all to me to note that not only our own people, but also the old professionals from the various publications sat up straight and did not miss a word that was said."

"Looking to the future, I think our theme song should be 'Why Don't We Do This More Often.'"

As a final touch, it was arranged for each of the five publications that presented their story at the convention to drop each salesman a personal "thank-you" note at his home, along with a complimentary gift. *Saturday Evening Post* sent each man a book of its short stories; *Life* sent a specially designed automatic pencil advertising *Life* and Jayson; *Esquire* sent an Eskey desk calendar; *Look* a pair of sunglasses in a specially prepared envelope keyed to the 1955 convention; *The New Yorker* sent a book of cartoons. Letters and gifts were timed to reach the salesman's homes the day they arrived back from New York.

In addition the Jacobson company delivered to salesman's homes the very same day, complete promotional packages including salesman's retail advertising presentations, counter cards, tear sheets of all ads and an extra supply of order forms for all promotional material presented at the convention.

The End

## the Papa of 'Em All!

Lording it over the world's largest state fair in Dallas this month is the world's tallest Texan—52 feet high Big Tex—a giant symbol of a giant show.



His 2½ million happy visitors will be impressed with the modernity and permanence of State Fair Park's facilities—valued at more than 35 million dollars—and the excellent display of 10,000 exhibits.

There's a simple explanation for its impressiveness. This is merely the big show of many shows held annually at State Fair Park, the site of some of the nation's most successful conventions and trade shows because of versatile facilities, year-round entertainment attractions and convenience to downtown Dallas.

Besides, at planning happy times and big meetings, Tex is a pro. In fact, he's just about the papa of 'em all!

For illustrated booklet, write  
JAMES H. STEWART, Vice-Pres. and Gen. Mgr.  
State Fair of Texas, Box 7755, Dallas 26.

**STATE FAIR OF TEXAS**  
BIGGER THAN EVER • 16 DAYS-17 NIGHTS

OCT. 7-23 DALLAS



#### BELLEAIR, FLORIDA

More than the extensive convention facilities and ideal physical layout, it's the friendly spirit and old-fashioned hospitality that attract so many groups and conventions to the Belleview-Biltmore. Cheerful, efficient service from the moment you step across the threshold. Accommodations for groups up to 600. 27 holes of championship golf on the grounds. Complete Resort Facilities.

Groups from the following companies were recently entertained at the Belleview: Travelers Insurance Company, Aetna Life, New York Life, John Hancock Mutual Life, Mutual Benefit Life, American United Life, Massachusetts Mutual Life, Berkshire Life, International Association of Insurance Counsel, U. S. Independent Telephone Assn., N.A.M. Industrial Division, American Dermatological Assn., Envelope Manufacturers Assn., Family Finance Corp., TIME, Inc.



DON CHURCH, Manager





EMPHASIS in overseas exhibits is on American advances. Industrial design is featured at Liege, Belgium.

## Inside Story of U. S. Exhibits Abroad

Bragging—not business—is Government's interest in foreign fairs. While Uncle Sam shows off, American business gets a free ride for its participation. Several phases of exhibit program may come under Congressional scrutiny.

BY JEROME SCHOENFELD

At its own expense, the Government ships to every part of the world and then exhibits all sorts of branded products, from facial tissue to gas pumps. At international fairs where these things are shown, there's always somebody around to tell the inquiring businessman from France, Indonesia or Colombia where he can place an order.

The Government does this, not because it particularly wants to augment the foreign promotion of American companies but in order to show off, to brag. To let foreigners see what Americans manufacture and use, it

spends about \$5 million a year.

Department of Commerce has always encouraged American companies to enter trade fairs. Encouragement used to consist of publishing articles about them in its own periodicals, and sometimes, for emphasis, issuing handouts calling attention to the articles. Some companies, by habit, took part anyway; others, most likely, never heard of the articles.

Then, in July 1955, the President sent a message to Congress proposing that the Government participate directly, the money to come from his emergency funds. It was part of the

cold war.

"I consider it essential," said the President, "that we take immediate and vigorous action to demonstrate the superiority of the products and cultural values of our system of free enterprise." No longer would Russian ballet dancers, musicians, chess players and athletes steal the show, with nothing and nobody to represent the United States.

At a particular fair, the American exhibit is divided rigidly into halves: products and culture—with different agencies officiating over each. Department of Commerce collects products and United States Information Agency throws in the culture, which consists of symphony orchestras, TV shows, dance teams, ballet, etc., designed, as at any fair, to pull in the crowd. Over the whole business sits the Department of State, which, of course, manages whatever foreign negotiation is called for—usually a good deal.

If it's a big fair, you'll find the Government show fringed with private ones by American companies, some of which have departments that continually prepare exhibits for home and abroad. Among companies that were going to fairs long before the

# new—

**Kodak shutter development combines  
sound-and-silent versatility with  
40% extra screen brilliance!**

## How amazing new **SUPER-40**

Shutter increases projector  
versatility and brilliance:

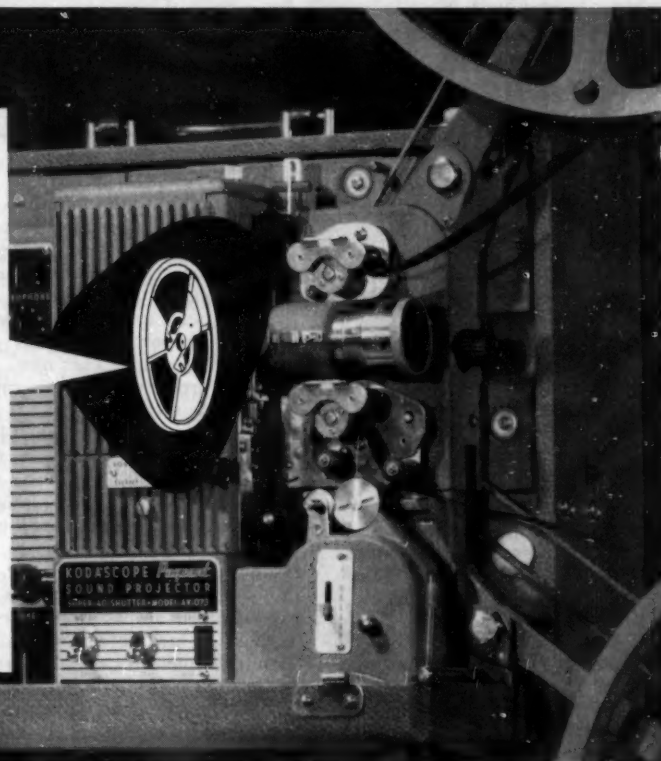


1. Switch on at silent speed. The Super-40 Shutter automatically presents three shutter blades to produce 48 light interruptions per second, the motion-picture industry standard for comfortably flicker-free projection.

2. Switch to sound speed. Super-40 Shutter shifts automatically to two blades. You can see the picture brighter by more than 40%! Yet there are still 48 light interruptions per second, and your movies remain comfortably free from flicker!



3. Or lock the shutter in 2-bladed position when you don't need the extra brilliance. (To return to automatic shifting, just release the locking lever.)



**Now in Pageant A-V models without extra cost...**

## Kodak's amazing new **SUPER-40** Shutter

Kodascope Pageant Sound Projectors have long been respected as outstanding in all 16mm. sound projection's most important characteristics. Exclusive permanent pre-lubrication, for example, makes Pageants the easiest of all projectors to maintain, the surest to use, and the most permanently quiet in operation. And there are other features, like the unique sound-focusing Fidelity Control and the built-in field-sharpening element, that make Pageants outstanding in sound and picture quality, too.

Now, with the Super-40 Shutter, there's still another basis of Pageant superiority. This amazing shutter provides *more than 40% extra illumination* at sound-speed operation; yet thanks to its automatic-shift feature, movies are comfortably free from flicker at both sound and silent speeds.

Pageant Sound Projectors, more than ever, merit top recommendation, because Pageants have now achieved a versatility of performance never before approached in 16mm. projection! The Super-40 Shutter equips Pageant A-V Model Projectors for both sound and silent operation... makes them capable of projection not only under "normal" conditions, but also under difficult conditions of illumination, in hard-to-darken rooms, in large halls—wherever additional brilliance, extra-long "throws," or unusually large images are required!

The Super-40 Shutter is supplied without extra cost in any of three new Kodascope Pageant Sound Projector models of varying amplifier output and speaker capacity. See your Kodak Audio-Visual Dealer for full details... or just mail the coupon for a new free Pageant Projector catalog.



**EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

Please send catalog on  
new Pageant Projectors  
with Super-40 Shutters.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

(Zone)

**Kodak**  
TRADE MARK

## Virginia's Best

**FINEST MEETING FACILITIES IN ALL OF VIRGINIA ARE YOURS IN THESE EXPERTLY-MANAGED AND TASTE-FULLY-APPOINTED HOTELS.**

144 air conditioned bedrooms and additional meeting rooms now being added.

**Ready for occupancy October, 1955 for metropolitan meetings.**



### Hotel John Marshall

Fifth and Franklin  
RICHMOND, VIRGINIA

AIR-CONDITIONED Virginia Room, on main lobby floor, seats up to 1,000.

ROOF GARDEN accommodates 500. 6 AIR-CONDITIONED CONFERENCE ROOMS.

500 OUTSIDE ROOMS, EACH WITH PRIVATE BATH.

for resort conventions



### Hotel Chamberlin

Old Point Comfort, Fort Monroe, Va.

**The Largest and Finest Hotel on Virginia's East Coast**

AIR-CONDITIONED Virginia Room (400)

AIR-CONDITIONED Hampton Room (425)

AIR-CONDITIONED Monroe Room (125)

AIR-CONDITIONED Chesapeake Room (30) Roof Garden

300 Beautifully Furnished Rooms, All Outside, each with private baths.

**OPEN ALL YEAR**

### RICHMOND HOTELS, INC.

RICHMOND, VIRGINIA

**HOTEL KING CARTER**  
250 Rooms. Rates from \$3.00

**HOTEL RICHMOND**  
300 Rooms. Rates from \$3.75

**HOTEL WM. BYRD**  
300 Rooms. Rates from \$3.75

Write for FREE, Interesting Brochure, Giving Full Convention Facilities in Detail and Floor Plans!

## Congress May Take a Look

Congressional committees may investigate the part Department of Commerce takes in foreign trade fairs. Congressman who are indignant are peddling among various House committees these points:

1. Many classes of products are excluded. (This is hardly the fault of the Department which doesn't decide the kinds of products being exhibited.)

2. Government pays transportation and \$10 a day to men on company salaries. (The House Judiciary Committee, which has been looking into such employment of company men, may expand its inquiry to cover fairs.)

Government did you'll find General Electric Co., General Motors Corp., Westinghouse Electric Corp., Eastman Kodak Co., International Harvester Co., International Business Machines Corp. In the past it was mostly major corporations that exhibited abroad. The new program opens foreign exhibiting to small companies as well.

There are more than 140 international fairs a year. In the year ended June 30, 1955, the Government took part in 15; this fall, a tentative list suggests it will cover the same number. In doing so, it will range all over the world.

Sometimes, the invitation to join comes from abroad; sometimes an ambassador in a foreign capital is told to fish around for one. Department of State chooses the fairs—always on high policy grounds that haven't much to do with mere business.

### Create Motif

Commerce Department prepares the trade exhibit. One of its early jobs is to set what's called the "motif," which means to dream up some such slogan as "Industry in the Service of Man," which the particular exhibits then will illustrate.

Next job, though less creative, is harder. The Department must decide how much space to rent and how many exhibits to show. These obviously depend on each other.

Most delicate is the business of finding exhibitors. If there were enough space for just one in every five that wanted to offer samples, somebody would have to select the one. When it's Government that selects, those left out have a nasty way of complaining to Senators.

Most tactful way to handle this is, of course, to pass the buck. The Government man finds out which trade association is most important in the field and gets hold of its secretary. He, if anybody, should know which companies to ask.

The trade association secretary, who, himself, can hardly discriminate

among his members, sends out a bulletin. He doesn't write that the Government has offered to ship and display samples at its own expense. He'd be flooded if he did. He asks his members if they want to help the Government; he makes it sound hard. Government, he informs them, is out to solicit gifts or loans of products, which is the way Government itself works it.

If he expects to be deluged, he and a Government man carefully work out restrictions on what will be accepted: exhibits must show this touch of industrial inventiveness or such and such use of certain materials. Other "stay away" signs may warn off fly-by-nights, who hope, on the basis of a sample, to pick up orders the filling of which they might subsequently be able to contract. Companies not geared to fill small orders from the other side of the world must also be kept away. No surety deposits are demanded.

### Ship Collect

A company that has prepared an exhibit will be told to ship it collect to some given port, "U. S. Central Exhibit." Government puts it aboard ship, unloads it, freights it to the fair, sets it up.

Officials who have gone to foreign fairs come back complaining bitterly that the American embassy or the foreign staff or somebody else never reserved hotel rooms, as it had been told to, nor made proper arrangements to park hired foreign cars. It's the familiar grievance of an American exhibitor against the local office. As in the domestic case, the fair, in the end, goes off beautifully.

### Not Just Samples

Not always is it a mere matter of offering a sample to lure foreign orders. At Barcelona, this spring, the Government showed a furnished, prefabricated five-room house, put up by builders who hardly were looking for





**HOLD YOUR CONVENTION IN  
Year 'Round  
"Indian Summer"**

CLIMATE AT THE

**Bon Air HOTEL**

AUGUSTA, GEORGIA  
"Golf Capital of the Nation"  
The South's finest facilities  
for conventions

- ALL PUBLIC SPACE  
AIR-CONDITIONED . . . including
- all restaurants, cocktail lounge,  
lobby, meeting rooms and most  
guest rooms.
- 400 rooms with bath
- Spectacular, outdoor swimming  
pool
- Golfing privileges (five minutes'  
walk from hotel)

For information write:  
Harold Lieberman, General Manager

**ST. CLAIR HOTEL**

Michigan Blvd. at Ohio St.  
Chicago 11, Ill.

6 Large Air Conditioned  
Meeting & Banquet Halls  
Accommodating 20-250  
Persons—8000 Sq. Ft



600 Outside Sleeping  
Rooms—450 Overlooking  
Lake Michigan

Owner Management Assures  
Personalized Service

For Complete Information  
Address D. J. Gardner

foreign business. Furnishings, of course, are something else.

Foreign businessmen have always haunted the fairs, looking for both bargains and customers. The special shows—TV, ballet, etc.—draw in the curious public, too. Foreign merchants will size up what they see, judging whether they'd sell in their own markets.

**No Business in Booth**

It's the rule that no business may be done at United States Government booths. To the buyers, this is a nuisance; they came, precisely, in order to shop. When a prospect prices something, the Government man at the post will give him the name and address of the company or its foreign sales agent, if it has one. If the buyer is interested in a whole class of products, he'll get a list of companies, again drawn up with the help of a trade association.

Booths are manned by both career Government men and company men, temporarily working for Government at \$10 a day plus transportation. Company men may not, and from all reports do not, boost their own products at the expense of competing ones.

The End

**Training "Package"  
From Convention Sessions**

Employee training programs of Super Market Institute members will get a boost from a "miniature convention" package being offered by the Institute.

The package, containing tape recordings, slides and scripts culled from the proceedings of the 1955 SMI annual convention, runs about 190 minutes. It was created in response to "an urgent need for personnel training materials," according to SMI.

"With this packaging technique, we can bring the convention to about a quarter of a million super market employees," says Joseph P. Mott, newly elected SMI president.

The complete package, with 60 two by two color slides and five recorded speeches sells for \$45. Individual speeches with related slides may be purchased separately.

**Washington's  
Largest Downtown Ballroom**

**is now re-opened!**

In addition to Washington's most spacious ballroom, there is the newly restored south ballroom—and nine additional meeting rooms—all air conditioned. Dining and bar facilities have been modernized and expanded. New adjacent garage facilities are available. All suites and bedrooms are air conditioned and furnished with radio and large screen television. Write for complete convention information.



Douglas A. Stalker,  
General Manager

Teletype WA-732  
Telephone  
NAtional 8-4420

AN ABBELL HOTEL

*The*  
**WILLARD**  
*Washington D.C.*

14th Street and Pennsylvania Avenue, N. W.



Send for

**4-COLOR BROCHURE**

ON

**CONVENTIONS**

and

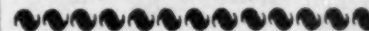
**SALES INCENTIVE**

programs!

Fred Collier, Manager

hotel  
**Algiers**

Oceanfront, 25 to 26 st.  
Miami Beach



# Why Don't You Invite Wives?

BY E. D. PARRISH

Director of Convention Services, Chalfonte-Haddon Hall



Your wife wants you to read this . . .

**Wives help to improve company conventions. They want to know about the company and can do a great deal to stimulate better performance by their husbands. Special business sessions for women are among hints for handling wives.**

A new concept of employe morale is rapidly changing the pattern of the American convention.

Modern industry has long known that the importance of women in business should not be underestimated. This applies whether she happens to be a good secretary, friendly telephone operator, efficient file clerk, competent bookkeeper or partner or stockholder.

Only recently, however, have corporations realized the importance of cultivating the attention of wives of key personnel on the ground that in the attitudes of these wives rests the vital job interest and work efficiency of their husbands.

This new concept has broadened the scope of national, regional and company meetings. Today, the American convention is becoming more and more a family affair.

We at Chalfonte-Haddon Hall are witnessing this change. During the past years our staff here in Atlantic City has become increasingly aware of wives' contribution to both the enjoyment and effectiveness of any event.

It has been evident to us that the most successful conventions are those that are attended by both husbands and wives. The husband's attendance at meetings is greatly improved. Sessions are more businesslike and, unless all appearances are deceptive, delegates are more alert, more at-

tentive and more receptive.

But the introduction of wives to conventions has created its own set of problems—problems that must weigh heavily on the already overburdened convention chairman. Once invited, women cannot be ignored. They cannot be expected to sit with their husbands during business sessions, nor to look out for themselves in a strange town—searching for their own amusements.

A recent trend in convention planning has been the permanent women's program chairman. Usually the wife of one of the leading delegates, the women's chairman visits the site of the convention in advance. She attends the shows, takes the sightseeing tours, checks on arrangements and inspects the hotel facilities making certain that all is in order.

A convention wife must be entertained or at least directed toward activities to fill the hours when her husband is busy. Planners of conventions must cater to her semi-tourist, semi-curious, semi-reluctant but all-feminine nature.

She will want to meet other convention wives with similar tastes and interests and then be given time to enjoy those newly found friendships.

While her husband is at meetings, she would like an opportunity to join planned sightseeing or shopping tours—with clean, comfortable transportation.

She wants to know more about the company that employs her husband, why it is having a convention and what business it hopes to accomplish.

Of course, she would like to meet her husband's bosses and their wives but she does not want to be forced into constant and perpetual association with them. She would like a certain amount of planned entertainment but needs enough free time to shop, sleep late and occasionally get off by herself.

On the other hand, a delegate whose wife is attending his convention, has a few problems of his own, too. He wants to be sure his wife is having a good time while he is busy in meetings. He would like her to feel at home so that he may leave her alone or with friends while he pursues information or advice from business acquaintances. He looks forward to the planned social events which he attends with his wife and meets the people she has met and liked during the convention.

During the past several years Chalfonte-Haddon Hall has been host to hundreds of conventions that successfully ran dual programs for husbands and wives. We asked our convention staff to compile some of the events that in their estimation contributed most to a congenial mixed convention.

Their observations make a list of an even dozen convention hints. You might be able to suggest other hints or woman's programs from your experience. If so, we would like to see them.

**1. Pre-convention social:** Many delegates arrive early, a day or two before the convention begins. A good ice-breaker is a pre-convention tea or cocktail party. People should relax

(continued on page 42)



And you should have her read this . . .

## What Every Wife Should Know

BY MRS. MARTIN WHEELER

When you go to a convention with your husband, remember always that you are attending to help him and to further his interests. It is not just to have a good time, although, of course, you should have that, too.

Be gracious to everyone and fit yourself to your husband's plans as perhaps you never would at home. Never commit him to anything, or accept any invitation or proposal, no matter how trivial, without first consulting him.

Many groups send out a bulletin before a meeting to describe activities and facilities of the meeting place. If your group does not do this, find out what you can about the spot and plan your wardrobe accordingly. Leave the bikini at home and remember it is always better to be underdressed than overdressed. Keep in mind that most meetings have at least one and often two nights when evening dress is expected. Also, keep an eye on your husband's wardrobe; see to it that his suits are pressed, and that he always has a clean dress shirt and suitable tie.

Activities usually are planned for the ladies during the men's meeting hours: a "get-acquainted" tea, card tournaments, putting contests, bingo, and so on. Go in for as many of these as you can, even if they might not all be your dish of tea. It is a good way to meet some of the other wives, and it is just as important, if not more so, to be liked by them as by their husbands.

Try to remember names, even if the project seems overwhelming at first. If it is a meeting that you will be attending again, promote the idea of name tags for everyone if it is not a regular practice. Obtain a membership list and put comments beside the names to help you tie name

When you attend a convention with your husband, your first consideration is how you may help him. You have to develop the art of disappearing at times and not complain about being left alone. His future depends on how you act.

and face together. Don't forget to look over your list before the next meeting!

Know enough about your husband's business and particular position to be able to look and sound intelligent if they are discussed, but be careful. Do not bring up the subject of his company yourself, and never, never discuss its internal problems or personnel with anyone. Even the most seemingly innocent remark may be misunderstood or misleading if repeated out of context. And don't forget, his company is paying for this trip. Don't charge things in hotel stores or needlessly run up the expense account.

Most conventioners are gay and relaxed and there is usually quite a lot of drinking going on. Know your own capacity and stay at least one drink under it. Never take the initiative in ordering drinks or wine; your husband will know when to do this. It is all very well for Mrs. Jones to do a solo can-can or for Mr. Smith to take a swim in his dinner coat, but not you. The idea is to be remembered the next day as a lady—not as the one who talked out of turn or passed out, or told off-color stories. Your husband's reputation and often his future depend on you, too, so do nothing to embarrass him.

The most trying thing that will

happen to you is just being left alone. Your husband has to see people when the opportunity arises, and to circulate at gatherings to become known and to maintain previous contacts. Sometimes he will want you with him and sometimes not. You have to develop a sixth sense about when to be available and when to evaporate tactfully into thin air. If you are left seated alone, or standing at the fringe of a large group, keep your face pleasant. If you see a familiar face, smile—perhaps its owner will come over and join you. If not, keep calm and look happy, as though you were expecting someone any moment. Your husband will be back for you eventually, so be sure to greet him with a smile, not a scowl or a "How dare you!"

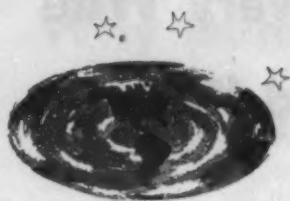
Remember, as you get to know more and more people, you will be alone less frequently, and after all, your husband is not leaving you just to be annoying. It's business—important business—and the reason he is attending the convention.

At all times, stay flexible. Be prepared to do anything your husband asks, and for all plans to be switched completely without warning. If you will stay calm, courteous and collected, you will be a help to your husband—not a hindrance—and actually will end up by having a fine time yourself as well.

The End



## A WORLD OF ENTERTAINMENT



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Manufacturers Since 1897



and get acquainted before the meetings begin.

**2. Registration for wives:** Separate registration sets the idea firmly in mind that women do have a program of their own. It gives them a feeling of having an identity and of being wanted.

**3. Ladies' headquarters:** Delegates' wives are strangers and need a place to meet and a place where they can get information on transportation, shopping, theater tickets and local entertainment. Daily coffee hours in these quarters is desirable.

**4. Social director for women:** We employ regularly two social directors for our resort guests. Their experience is invaluable in handling convention programs. They have the ability to introduce compatible personalities and keep an interesting program moving without stampeding those who prefer a more leisurely visit.

**5. Invite ladies to opening luncheon:** Since the first luncheon is usually an introductory session, setting the keynote for the convention, wives appreciate being invited. It gives them an insight into the purpose and goals of the forthcoming business meetings.

**6. Morning coffee break:** We believe that all business meetings should be interrupted midway with a chance to get out of the room for a moment, to stretch and smoke a cigarette. We set up a coffee bar for these breaks. Wives appreciate being invited to attend.

**7. Business meeting for wives:** One of the more special and best appreciated events for women is a "wives only" business session. Wives are given a clear picture of the company and industry for which their husbands' work. Products are described and problems of sales and service explained in some detail. Wives are asked to comment on products and company policies. They leave the meeting with broader appreciation of their husbands' daily problems.

**8. Fashion show:** All women love to see the newest styles and a fashion

show never seems to fail as a hit of any convention. One word of caution, be sure your fashion show includes styles in a wide price range. No woman is interested in seeing only those items she can't afford. Remember too, fashions should be chosen for the age and style of each group.

**9. Sightseeing tours:** Wives of conventioners are still tourists and are interested in guided group-tours of local places of interest.

**10. Program for a rainy day:** Card games, theater parties, concerts and other events help pass the time on rainy days when window shopping is not feasible. In a resort city it is possible to keep convention wives in close contact with each other. We believe in encouraging group participation wherever possible.

**11. Favors and souvenirs:** Every woman—and man, too, for that matter—likes to take something home as a remembrance of a pleasant visit. Luncheon favors or samples of company products are often satisfactory. The value is in the joy and appreciation of receiving an unexpected gift.

**12. Farewell party:** We at Chalfonte-Haddon Hall are firmly convinced of one thing—the greatest crime perpetuated on the American convention delegate is the final grand banquet of most meetings. Why, after days of speeches, luncheons and business sessions, it has become general practice to schedule a grand finale of more of the same is beyond us.

In our estimation, the final event at a convention which wives attend should be as gay and entertaining as possible. In a festive party atmosphere, after the pressure of meetings is past, new friends can mingle with old, building close personal relationships which will certainly contribute more toward improving company employee morale than afterdinner speeches.

To those of us in the hotel business, one thing is certain—the convention wife is here to stay. As far as we are concerned, she is indeed a welcome guest.

## Where Are We Going to Meet?

It is no longer a painful task to find just the right site for your large or small meeting, traveling show or special convention. Just write down these facts:

1. Number of people to attend.
2. Number of days to run.
3. Probable dates.
4. Preferred areas or cities.
5. Hotel facilities you require.

Send these facts (in a letter) to *Meeting-Site Service* (a division of SALES MEETINGS' Research Department). Without charge, a check will be made of all available hotel facilities to meet your requirements and a list of possible sites will be sent to you with color brochures. For this free service, simply write:

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LOUISIANA	HOTEL GALVEZ ..... Galveston
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HOTEL DESOTO ..... New Orleans	CORONADO COURTS ..... Galveston
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HOTEL ELIZABETH ..... El Paso	HOTEL MEXICO ..... San Antonio
SOUTH CAROLINA	ANGELES COURTS ..... San Antonio
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## AFFILIATED NATIONAL HOTELS

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**COMPLETE CONVENTION FACILITIES COMBINED WITH RESORT PLEASURES.**



"DON'T JAM UP your mental machinery by trying to create and judge at the same time," says Alex F. Osborn, founder of creative-thinking sessions.



"EVEN THE WORST IDEA can lead to one that is worth while," points out C. Frank Hix, Jr., supervisor of G-E's Creative Engineering Program.



"BRAINSTORM SPECIFIC PROBLEMS . . . We have proved that the system works," says Donald C. Mitchell, university instructor in creative thinking.

If you experiment with new techniques . . .

## You'll Be "Brainstorming" Soon

You can call it think shop, idea workshop or creative-thinking sessions. It is a procedure to stimulate imagination of a group and to apply it constructively to specific problems.

Are you suffering from committee fatigue, staff meeting paralysis, conference frustration? Do you feel depressed at the thought of planning a program for your next convention?

The prescription you and your associates need may be a strong dose of creative tonic and a course of exercises to limber up your creaky imagination.

This remedy, in the form of think shops, idea workshops and classes in creative thinking, is being used with notable success by such firms as General Electric Co., General Motors Corp., B. F. Goodrich Co., International Business Machines Corp., National Cash Register Co., Taylor

Instrument Co.; and in many colleges and universities.

At the center of this mushrooming movement is the lean, athletic figure of 67-year-old adman Alex F. Osborn of Batten, Barton, Durstine and Osborn, whose avowed plan is to devote the rest of his life to fostering a more creative trend in education. His textbook, "Applied Imagination," (Scribners) and companion lesson manuals are used in hundreds of classes, and he has assigned all royalties to the two-year-old Creative Education Foundation, of which he is president and founder.

Essence of Osborn's system of teach-

ing creativity is his insistence on separation of creative and judicial thinking. Our educational system stresses memory and judgment at the expense of imagination, he believes. He advocates "brainstorm panels," which he originated in his advertising business in 1939, as a substitute for the usual conferences and committee meetings.

A brainstorm is a sort of jam session of ideas. Judgment is suspended and criticism forbidden until members of the panel have accumulated a stockpile of ideas, which will be sorted out and judged at another meeting. Even the wildest suggestion is added to the list, for it may help to generate a better one. Ideas may be written down or recorded on tape.

"Thinking up is the important thing," Osborn says. "It's easy to tone down your ideas later, but don't jam up your mental machinery by trying to create and judge at the same time. Critical thinking applied



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too soon stifles imagination. Productivity of meetings and conferences can be stepped up simply by dividing them into two sessions, one for ideation, another for evaluation and decision."

The flood of mail at Foundation headquarters brings daily evidence that the system works, and that many people want to know more about it. Inquiries have come from all sections of the United States and from numerous foreign countries, including such remote ones as Turkey and Thailand. Typical of reports from businesses

using the system is one from R. E. Kline, who directs creative thinking classes at National Cash Register: "As a result of 12 seminars our students show an average improvement of 79% in fluency of ideas."

Brainstorm panels in college classes and industrial groups usually have from 10 to 25 members, but as many as 50 can participate. During the past summer the method was tried out as a new format for conventions. First to adopt the creative thinking motif for a national meeting was

American Association of Industrial Editors, which held its 10th annual meeting in Buffalo late in March. Using the brainstorm technique, editors in two afternoons produced more than 400 ideas applicable to their job problems.

## To Be Annual

The spectacular success of the editors' convention gave impetus to University of Buffalo's first Creative Problem Solving Institute, held in July with the Creative Education Foundation as joint sponsor. Registration was limited to 200 and was fully subscribed well in advance. A hundred businesses in 15 states and Canada were represented. The University plans to make the Institute an annual event.

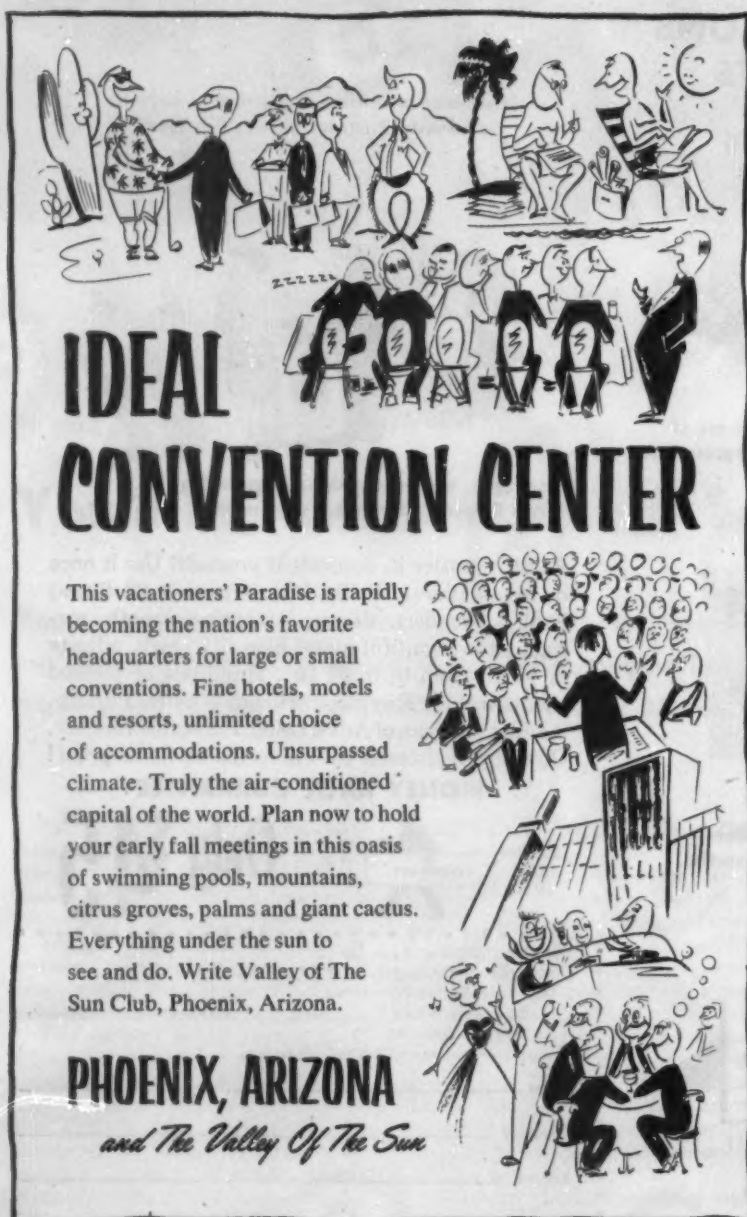
After an opening banquet and an orientation meeting at which broad problems were posed and the brainstorm panel system explained, delegates separated into four think shop groups for two days of problem solving. A products group considered research, engineering and other production phases; a market group dealt with advertising and sales; the other two wrestled with personnel and office problems.

## Ideas Pop

Ideas popped like fire-crackers as the delegates warmed up to the brainstorm technique. At one session 80 delegates produced 1,322 suggestions in an hour, relating to four problems. Sometimes problems were subdivided, with the group splitting into smaller panels to consider various aspects.

The market group spent one brainstorm period on the marketing of a small plane using old razor blades. Members were divided into four panels with these results: Panel One, working on naming the product, got 414 suggestions; Panel Two thought up 268 ways of packaging the item; Panel Three considered retail display and came up with 265 ideas; and Panel Four listed 355 ideas for improving the product.

The product group started with a problem suggested by Douglas Thomson of U. S. Rubber Co.'s Naugatuck, Conn., plant, which makes shoes. Free-wheeling on the question, "How many ways can you think of to fasten a shoe?" Panelists thought up 140 ideas in 20 minutes. Gaining momentum, they next considered the case of a tractor manufacturer planning to produce passenger cars. In 10 minutes



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## PHOENIX, ARIZONA

*and The Valley Of The Sun*

160 ideas for a first model of the proposed car were tabulated.

The group also brainstormed a problem proposed by a delegate who wanted to redesign the pencils he manufactures, and produced several helpful ideas for an industrial consultant who works alone but would like to organize a brainstorm panel for occasional help in his business.

In a joint session of the personnel and office groups, 500 ideas were proposed in 30 minutes on the question, "How can we improve communication in a plant or office from the bottom up?"

#### Four Panels

At the editors' convention brainstorming was done in four panels of about 50 each. Before pin-pointing their own professional headaches, they limbered up their imaginations with warm-up exercises such as these: "If 700 miles of outside telephone wires were coated with three inches of frost so that long-distance calls could not be made, how would you restore normal service as fast as possible?" and "If you had discovered that your 15-year-old nephew had started to smoke, what ideas could you think up to induce him to stop?"

Panelists laughed when one member suggested the down draft from a helicopter for defrosting the wires. But the leader pointed out that when such a situation actually developed in the Northwest that method was used successfully. Convinced that shooting wild might sometimes bring down a good idea, the four groups then voted on which of 14 suggested problems they should try to solve.

#### 79 Suggestions

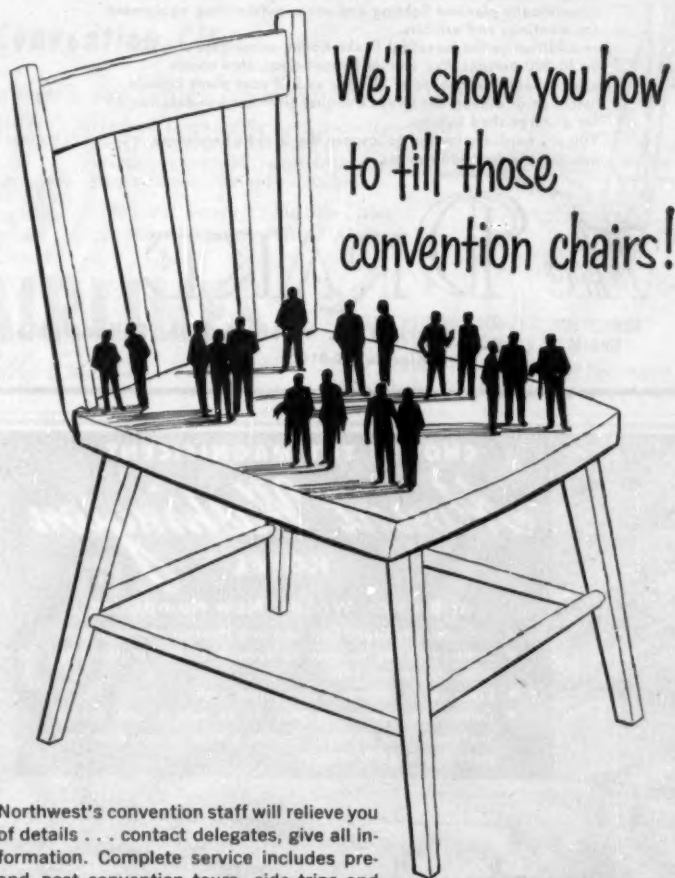
All four panels decided to work on the first one: "How can you stimulate voluntary reporters to furnish more material for your publication?" Some samples of the 79 suggestions: Establish a tip box for story leads. Have a press table in the cafeteria where reporters can swap ideas. Take reporters on a special tour of the plant, including the front office. Give prizes for best stories of the month or year. Take reporters through newspapers, radio stations, printing plants. When you must edit a story, make sure the reporter knows why. Run a "thank you" box with names of those who supply publishable material. Submit the better stories to a metropolitan paper, advising the reporter.

Question of how to make group

pictures more interesting also was brainstormed by all the editors, producing 56 separate ideas. Examples: Pose visitors against machinery background or show them trying to operate machines. Instead of group shot of award winners, visit homes and show what winners bought with prize money. Show celebrated visitors in the plant cafeteria lunch line. Get action shots of sports activities. Encourage vacationers to send in pictures.

One group bravely tackled that current scare-word, automation.

Twenty-two answers were tabulated for the question, "How can house publications better explain to workers the advantages to them of advances in automation?" The list included plans for articles on the role of automation in plant expansion; a father and son series, showing how much better off son is in his job, thanks to automation; a series on the history of machines, featuring England's Industrial Revolution; stories showing how manufacturing of automatic machinery has created more jobs; stories



Northwest's convention staff will relieve you of details . . . contact delegates, give all information. Complete service includes pre- and post-convention tours, side trips and special half-fare arrangements for families.

Luxurious Stratocruisers or low-cost Air Coach brings delegates refreshed and ready for participation. Only Northwest serves cities coast to coast, Hawaii, Canada, Alaska and the Orient.

Contact any Northwest office or . . . Convention Bureau, Northwest Orient Airlines, 1885 University Avenue, St. Paul 1, Minnesota.

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FOR CONVENTIONS AND MEETINGS BEGINS IN

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In addition to the beautiful Drake Room, accommodating up to 800 persons, five smaller Draper-decorated rooms are available for groups of all sizes and, if your plans include luncheon or dinner, the Drake banquet staff has a reputation for distinguished cuisine.

You are cordially invited to inspect the Drake's handsome new private function rooms.

## The DRAKE

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Kingsley 5-0100

CHOOSE THE MAGNIFICENT

# Mount Washington

HOTEL

at Bretton Woods, New Hampshire

- 600-capacity Grand Ballroom and 10 other meeting rooms
- Sightseeing-cog railway to summit of Mt. Washington and other scenic trips.
- Experienced, attentive convention staff.
- Conventions welcomed May 15 to July 1 and during September and October. Smaller groups accepted during early July and late August.



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about people who have resisted progress, such as the harness maker who refused to learn to work on horseless carriages.

"How can you use your publication to make every worker feel that his job is important to the company?" brought 28 ideas from one group in 20 minutes. Some of them were: Run a "This Is Your Job" series, spelling out the importance even of menial jobs. Show what happens when a seemingly unimportant job is badly done—quality suffers, sales decline, production is cut, workers are laid off. Encourage each echelon of management to learn the names of as many workers as possible. Feature stories of family tradition, such as a son, father and grandfather in the same plant.

A 20-minute tangle with "How can your publication explain why stockholders are entitled to dividends?" piled up a score of 37, including: Publicize wage earnings who own stock in their own and other companies; Promote a stock purchase plan for employees; Print statistics on how sale of stock has helped the company grow and thus made more jobs; Explain how to read the stock market pages; award stock instead of cash as suggestion box prizes.

The editors expect to use the think-shop system again at their next convention in New York City, March 7-9, 1956, and other organizations are taking up the idea. A committee planning the convention of National Association of Paint and Varnish Manufacturers, to be held in Washington, November 1, spent a day in Buffalo conferring with Donald C. Mitchell, instructor of University of Buffalo classes in creative thinking, who helped plan the editors' convention and the Problem-Solving Institute.

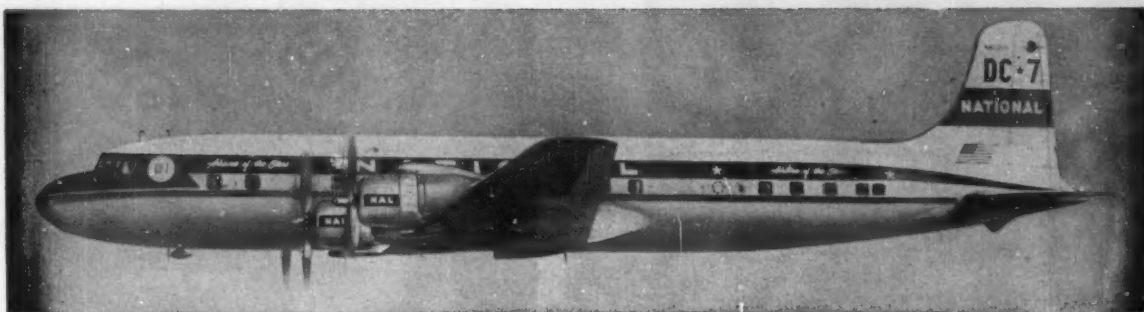
### Advice

Mitchell gave them this advice based on experience at the two meetings: "Brainstorm specific problems for specific people or firms. We have proved that the system works for these. With general problems you may get bogged down or go off in too many directions."

Osborn enthusiastically approves applying his teachings to the convention and conference fields.

"Ideas are keys to the solution of all kinds of problems," he says, "whether they be those of advertising, selling, engineering, medicine, law, finance, public relations—or just of living a good life."

The End



## FLY NATIONAL...the Convention Airline TO MIAMI...the Convention City

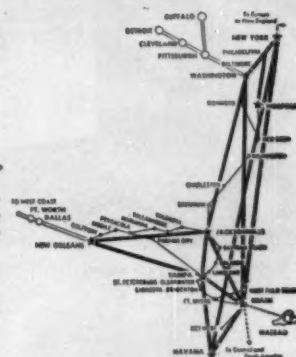
**THE NEWEST, MOST MODERN FLEET IN THE NATION!** Fly National, Airline of the Stars, to Miami and Miami Beach...combine a perfect vacation with a truly successful sales meeting!

National is equipped to fly both large and small groups, and will arrange all transportation details. For further information, contact your nearest National ticket office or write direct Convention Dept.; National Airlines, Inc.; 3240 N.W. 27th Ave.; Miami, 42 Florida.

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# NATIONAL AIRLINES

*Airline of the Stars* ★

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## \$1,500,000 \* Better



- \* **NEW:** a sound-equipped convention hall and display room covering more than an acre—seating 2,000 at meetings... 1,500 at banquets!
- \* **NEW:** air conditioning throughout the entire hotel!
- \* **NEW:** every inch of the inside has been redecorated and refurnished!
- \* **NEW:** an exquisite oceanfront dining room!
- \* **NEW:** 25 meeting rooms at your disposal... meeting space for as few as 10—as many as 2,000!

**Plan** to hold your next convention in the rarified resort-estate atmosphere of the new Hollywood Beach Hotel... as modern as tomorrow... as smoothly efficient as only 30 years of yesterdays can make it!

**ENJOY** the 1,000 feet of private ocean beach  
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## Hollywood Beach Hotel

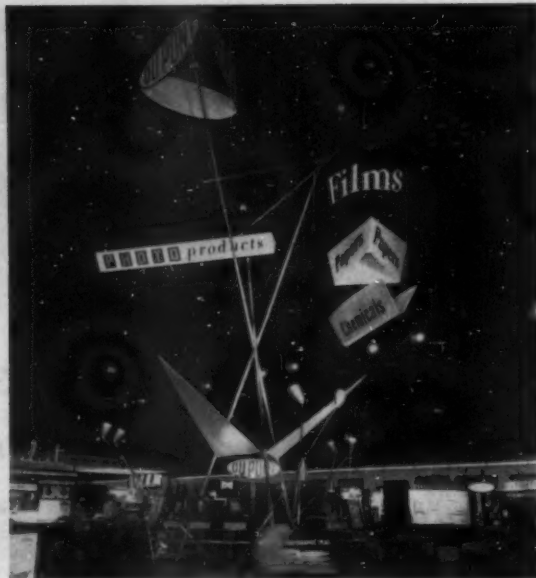
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COMPARE booth (advanced for its time) at an early Packaging Show . . . with Du Pont's 1955 exhibit at Master Photo Dealers' Show.

## Are You Keeping Up with the Changes?

When old-timers get together, there's plenty of valuable experience tucked away among humorous anecdotes. They point out trends and show progress in exhibiting medium.

**BY C. H. WANTZ**

**President, Exhibitors Advisory Council  
Supervisor, Conventions & Exhibits, X-Ray Dept., General Electric Co.**

Following an Exhibitors Advisory Council meeting a few weeks ago, some exhibiting "old-timers" started to reminisce. A half dozen of us averaged almost 25 years apiece in the exhibiting business. If this doesn't give us the privilege of recalling the good old days, I don't know what does!

Some of our EAC members were currently in Geneva attending the Atoms-for-Peace Show. From exhibiting's modest beginning and Topsy-like growth, this represented a proud maturity in our "show business" as a sales and advertising medium. We felt an integral part of the all-important job of interpreting America to an uneasy world and using our

knowledge of showmanship to help our country's quest for peace. We began talking about the fantastic changes and growth of exhibiting over the past quarter century or more.

E. K. Stevens, president, International Exposition Co., New York City, mentioned hearing his partner recall that back in 1915 it took a team of four horses and a crew of 12 men to deliver and install a large piece of equipment at the first Chemical Exposition at Grand Central Palace. "Today this same piece of equipment," he said, "would arrive on a trailer truck—be driven right into the exposition building and unloaded, and set in place by a large crane. Modern materials handling has cer-

tainly simplified the display of heavy equipment. Greatest progress has been made, though," Stevens continued, "in the technique of planning displays that will sell."

"You mean exhibit booths have come a long way from the potted palms, the wicker furniture, and the blue velour backdrops," added Harry Grunnagle, advertising and sales promotion, Westinghouse Electric Corp. "In the old days, we went in for all of that plus hydrangeas in bloom and oriental rugs. Styling of today—I believe simplicity is the keynote—certainly gives products on display a break. For that matter, audiences today are in better business focus, too. They want to see the newest products, latest processes, study the economies, analyze operations. They want to know exactly how it will help them."

I told Grunnagle I remembered a member of a show audience who wasn't quite in focus, business or otherwise. He attached himself to me and asked me to help him get back to Portland. Ordinarily, this would have been easy, but I couldn't determine what state he wanted to go to. At that show, ours was essentially an Eastern audience, so between the airlines ticket agent and myself, we came to the conclusion that it was Portland,



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Flexible 10' or 20' booth exhibit for Oneida Ltd. Has abundant lighting. Peg-board background permits easy change of silverware patterns. Counters designed for tray storage.

Company's first exhibit, in single booth, featured large photo blowup of one product showing cross section of exclusive "Dri-Tank" with flashing copy signs to stop plumbers. Results: "Highly successful".

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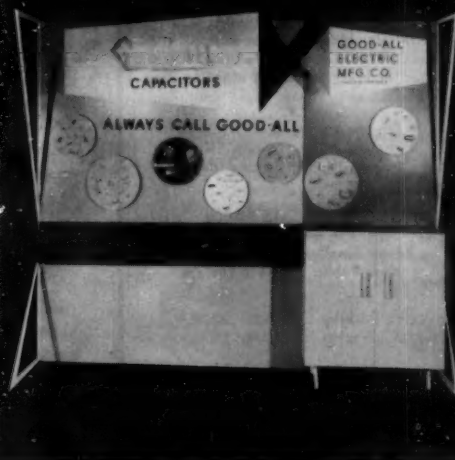
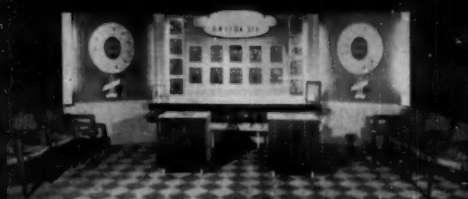
Maine Sardines did outstanding selling job with this 20' exhibit. Striking design — Kodachrome transparencies of economy-profit dishes and tasty samples did it.

It takes proportionately more effort and more skill to create an effective exhibit for a single or double booth space than for a 30, 40' or 100 foot booth—one that can compete for attention successfully against the big space exhibit and do a sound, result producing job.

But it can be done—and at moderate cost. We'll gladly prove it—just write or call.

Send for your free copy of our handy "Exhibit Managers' Chicago Guide" of sources for emergency exhibit supplies, hotel accommodations, amusement and service directory.

Header signs project, with lights behind. Name "Good-All" flashes on and off. Different type capacitors mounted on colored, circular pegboard discs, interchangeable, and easily replaceable.



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Home of the Chicago National Automobile Show—Chicago National Boat Show—Chicago International Sports and Outdoor Exposition—International Live Stock Exposition—International Kennel Club Dog Show—International Dairy Show and Rodeo—The Chicago Home of the National Metal Exposition—International Heating and Ventilating Exposition, Democratic National Convention, National Packaging Exposition, Materials Handling Exposition, National Machine Tool Builders' Show, Road Builders Show and other leading Expositions.

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Individual Halls  
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**International Amphitheatre**  
42nd & Halsted Chicago 9, Ill.

Maine. We discovered later that he was "left over" from a past convention and should have been sent to Portland, Oregon.

Grunnagle countered this by recalling the time he saw a somewhat inebriated exhibit worker trying to pull out the periods in the stencilled address on a crate. They looked like the heads of nails to him. "To top that," he chuckled, "I saw one of my men, stone sober, hold his hand behind a board and drive a nail through the board *and* his hand. Oh well—men are more efficient today."

I recalled, too, that in the early days—late '20's up to the middle '30's, there was a tendency on the part of show promoters to juggle rules and regulations to fit different situations, sometimes very suddenly. It was almost common practice for the promoter to tack an extra charge per case for freight and express shipments from the sidewalk to the exhibit booth. This extra income was used, I believe to defray expenses of the promoting society. With the development of sensible rules and regulations of exhibit conduct and with the carriers' eye for business, many of these handling charges have been eliminated and better business systems have been established.

"Don't you think it was just part of growing up?" asked Stevens. "Now some expositions have grown so big that there are now relatively few cities in the country where adequate exposition building and hotel facilities are available. Result, of course, is that many new exposition buildings are now in the course of planning or construction—Coliseum in New York, enlargement of Convention Hall in Philadelphia, the \$34-million Chicago Municipal Exposition Hall and the \$17-million Amphitheatre and Warehouse in Chicago.

"Take the AMA National Packaging Exposition," put in Ken Knowles, vice-president, Clapp & Poliak, Inc., show management. "In its first year, 1931, 34 exhibitors occupied 2,700 square feet of floor space in the Roof Garden of Pennsylvania Hotel in New York City. We faced a 'crowd' of 2,000 visitors. Now it's the largest annual trade show. Last year, 380 exhibitors used better than 140,000 square feet of floor space at the International Amphitheatre, Chicago. Attendance was more than 31,000. With this size show, and as accommodations now stand, the only cities with large enough facilities to handle it are Philadelphia, Atlantic City and Chicago."

Our discussions turned to methods

### HISTORIC

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old and new of show installation. We agreed that although labor is at a higher hourly rate, methods now used for erecting, maintaining, and dismantling exhibit equipment have been so much improved that fewer hours are required to do the work. Also, "know-how" is much greater by more men devoting at least part of their time to exhibiting installation. Russ Matthews, sales promotion manager, Bakelite Co., said two important factors here were the simplification of background design on a modular principle and improvement in design of cases for safe shipment and easy accessibility of contents.

Bernard B. Green, general sales manager, Ivel Construction Corp., said, "Now, we take just as much care and use as much ingenuity in the design of cases as we do in the exhibit itself. Years ago a case was just a crate. Doors were padlocked or locked with leash-type fasteners. These protruded and were fracture points. Another trouble with locking the crates was that half the time the exhibit would be shipped and someone would forget to send the keys along. Then they would have to break in and wrap the case up in clothes line for the return shipment. Damage was, of course, fantastic.

"Today we use recessed hasp fasteners and engineer the case so that the doors are fully enclosed—overlapped by the top and bottom sections. This permits the door to swing open freely even on an uneven exhibit hall floor. The inside of the cases are, of course, custom tailored to fit each section of the knocked-down exhibit. In assembling cases, we even use power nailing equipment and pressure gluing machines."

Matthews mentioned something that is becoming commonplace today that 25 years ago was considered revolutionary—shipping exhibits in padded moving vans without cases.

Some of the other old-timers started kidding Russ about the time the owner of a mink farm threatened to sue him. A Bakelite spectacular that Russ staged to illustrate his company's contribution to industry and defense featured bombers overhead and machine-gun target practice. A mamma-mink got so nervous about the whole affair that she ate her off-spring.

Frank Yeager, managing director, National Hardware Show, says he hasn't been sued yet, but insists his show takes top honors for hard luck. It was plagued with strikes four out of eight years it was held in New York. The Hardware Show's openings just happened to be at the same time truckers and Railway Express



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VINTAGE 1925, this was a hard-selling exhibit (made selling hard) . . . but now you have impact in the selling story of each product.

employees were negotiating new union contracts. Yeager wailed, "Maybe it isn't cricket *not* to go out on strike for a couple of days, but why do they have to pick the days I'm trying to get a show installed."

He said that in 1954 the building was moved out from under the Show.

"Oh, nothing personal," he explained, "the Bureau of Internal Revenue just picked my show's anticipated opening date to take over Grand Central Palace."

Accordingly, Yeager moved the Show to Chicago that year. Again it walked right into trouble. Hurricane

Hazel arrived opening day. Television stations showed motor boats chugging down the streets of the city (actually this was on the outskirts of Chicago). Newspapers carried headlines of "Union Station Under Water." Exhibitors' booths were flooded and water came out of every-






## I F

you are looking for an exotic background, luxury facilities and an environment distinctly different . . . one that will insure the immediate success of the occasion . . . whether it is for a particular group, a meeting or a convention . . . then select the *British Colonial*, here in Nassau, loveliest island in the Bahamas. The New World's most fascinating "Old World" town, colorful streets, flower-decked houses, ancient forts and native markets that will add to the enchantment of the *business holiday* for your entire group.

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THE  **British Colonial Hotel**

Lewis T. Beers, General Manager **NASSAU, BAHAMAS**



thing including the electrical fixtures. Yeager and Russ Matthews wrapped up Chicago's Navy Pier in Bakelite's Krene film, and the "show went on"—relatively dry. Attendance was 36,000—almost 25% below normal, but still fantastically good considering that visitors had to be amphibious to get there.

William H. Uffelman, E. I. du Pont de Nemours & Co. (Inc.), observed mildly that he wasn't easily discouraged with the exhibiting business. He explained that the very first show for which he was responsible wasn't permitted to open. The hotel manager had locked the doors because the show management hadn't paid any bills and had absconded with the funds.

Matthews went on to say that because of the number of specialized shows held today, companies can select audiences with a much higher sales potential. Mrs. O'Enone Negley, executive secretary, Exhibitors Advisory Council, endorsed this. She added that in the old days EAC members didn't ask for detailed information about shows. They merely wanted to know "which one" was being held that pertained to their industry. Now exhibitors are educated to a point where they analyze show audience, show attendance, competitive exhibitors, show management. They

evaluate exactly what it should mean to them in terms of sales dollars.

Exhibitors Advisory Council is a non-profit organization established more than 25 years ago solely to provide information to its members. It is the only organization whose membership includes all exhibiting interests—show managers, service organizations, display builders and exhibitors.

It is only natural that as an industry grows people will enter into it and try their hands at promoting. With companies placing exhibit specialists on their staffs and including exhibit monies in advertising and sales promotion budgets, exhibiting as a sales medium is being evaluated in proper perspective. Why do manufacturers exhibit? Answer to this is that there is no substitute for this personalized system of promoting a product. You just can't beat exhibiting as a sales medium that appeals to the senses of touch, taste and sound.

As we drifted out of our old-timers bull session, I noticed a young man who had been sitting unobtrusively listening to our reminiscences. As I left, I clapped him on the shoulder and said, "It's all right, son. Before you know it you'll be saying, 'Why, I was in show business way back in 1955 when the first atomic show was held.'"

## Stimulate Use of Marketing Aids

A fresh approach to spotlight marketing-aid sources made its bow at the Merchandising Clinic, National Shoe Manufacturers' Assn. with introduction of "Sellorama" and a copyrighted follow-up card.

Sellorama presents literature of marketing-aid suppliers aimed at specific problems. Six areas of special interest to NSMA members were chosen: sales planning, hiring and selection, sales training, sales meetings, incentives and contests, and sales promotion. A large wall panel and a table were used to present the materials of suppliers in each field.

A total of 95 items were presented at the convention. Suppliers ranged from Rand McNally and Remington Rand to SALES MANAGEMENT and Klein Institute.

Each of 95 items on display was given a number. A corresponding set of numbers was placed on a "Send Me More" card which was given to each member entering the Sellorama room. Members could check off the code number of any item in which they were interested and drop the card in a special box. Suppliers of the checked items follow up with additional information.

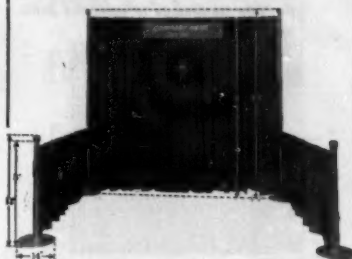
Sellorama, according to originator, Zenn Kaufman, sales consultants, New York City, "is an effort to combat the inertia that overcomes those returning from meetings full of high resolve to 'do something about it' but get stalled by the pressures of their own work when they return to their offices."

Offered as NSMA feature, Sellorama was underwritten by *Boot and Shoe Recorder* who plan to sponsor it at several other shoe meetings. Several companies plan to use the display at their own meetings.

Says NSMA, "We're pleased with the results. Of 120 companies attending—over 50 turned in cards. Over 300 requests for additional information were checked. We'll certainly repeat Sellorama next year."

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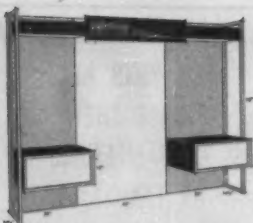
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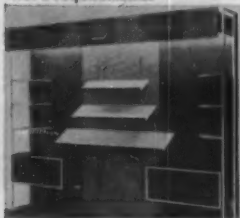
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Ekco's variation on this basic Ship'n Show design shows the flexibilities of possible treatments to meet the exhibitor's requirements.



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And when the show's over, just close up the Display, fasten the nuts—and go catch your plane home!

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fit many exhibit needs perfectly—1200 users will tell you how well their smart styling and practical construction help sell hard at low cost. Ask for details.

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# 40-Point Check List and Four Rules for Planning

BY WILLIAM RADOS • Sales Training Consultant

You have lined up a top-notch speaker for your next sales meeting. Now you can sit back and relax. The meeting is bound to be a great success. Maybe!

Because unless you give *equal attention* to the routine physical details, your top-notch speaker's message certainly will be diluted by distractions: incoming phone calls, uncomfortable seating, close atmosphere, poor acoustics and dozens of others.

For instance, how would you like to be seated in a hotel ballroom peering up at a speaker behind whom powerful lights were blazing? That happened one time when Red Motley and I were fellow speakers before an Iowa group.

Whenever a speaker gets up to deliver his piece, he is in potential danger of diversion of audience attention. Commonest source of competition for audience attention arises from oversight of ordinary, little, physical arrangements. Result: Despite hard work of Program Committee and speaker, the meeting falls short.

Fortunately, it is easy to avoid unwanted distractions by following a few simple rules.

### Rule No. 1

Put yourself in place of audience: Harry White, executive secretary, New York Sales Executives Club, has organized more than 1,100 meetings. Says White, "Put yourself in the place of the man who spends his time and money to attend the meeting. Anticipate his complaints. No one detail in itself makes for a perfect meeting, but if one detail is wrong, it can spoil the effect."

### Rule No. 2

See hall in action — in advance: A month before I was scheduled to address a Chicago sales meeting I attended the company's regular weekly sales meeting and seated myself in the rear to check the view and hearing. But I could not hear the sales manager because of a noisy pump behind me. I learned that if the pump were shut off, water flooded the floor.

They had been "meanin' to fix it," but!

Reason many organizations put up with inadequate meeting rooms is not budget. It is because the responsible executive does not realize how expensive it is to conduct meetings under distracting conditions. Groups that hold frequent meetings should build their own ideal facilities. And groups that meet infrequently should rent the best available hotel or club facilities.

### Rule No. 3

Go over check list in advance with man-in-charge: To guard myself against the most common physical distractions, I use a 40-point check list. (See accompanying list and note how many more points you can add.) Once general arrangements have been settled, I go over this list point by point with the local man-in-charge. Invariably this simple precaution results in half a dozen improvements—and a better meeting.

### Rule No. 4

Take nothing for granted; get there early enough to fix it yourself: One of my clients required a motion picture showing for his annual sales meeting. Since he was located 1,000 miles distant and since motion picture projectors are obtainable practically everywhere, he agreed to provide the machine. I arrived Sunday to check preparations for the Monday meeting only to discover that nothing had been done regarding the projector. After much telephoning we finally located the school superintendent and borrowed a machine.

Then came another problem. The self-proclaimed "expert" operator was far less than perfect. Finally the problem straightened itself out, but only after several hours of frustration spiced with visions of a fiasco at the meeting.

While it is the obligation of the inviting group to handle on-the-spot details, it is good insurance for the speaker to guide them. Hence, the Four Rules to make sure that physical details add to—and not detract from—the speaker's presentation.



# Check List for Meeting Arrangements

To: .....  
 From: .....  
 Meeting to be held: (place) .....; (date) .....

*Experience of hundreds of meetings has shown that precautions taken before-hand will assure that you obtain the greatest possible return from your investment in the event. Items listed here are to be handled locally as far in advance as possible. All items checked with an X are necessary to the success of the meeting.*

## MEETING ROOM

- (X) 1. FLOOR SPACE: Area should be at least 50% larger than required to seat the attending number at tables.
- (X) 2. SHAPE OF ROOM: Ideally, room should be wedge shape (theatre layout); otherwise oblong with speaker's platform at shortest dimension.
- (X) 3. VENTILATION: Mechanical forced air should be circulated, for summer should be air conditioned.
- (X) 4. QUIET: Surroundings without noise are a "must". Meetings on company premises should be located away from machinery; hotel rooms should have solid permanent walls.
- (X) 5. TABLE ARRANGEMENTS: For groups up to 40, men should be seated around a U-shaped table with speaker located at open end. For larger groups, men should be seated school room fashion; i.e., each with a table. Second choice is "lunch-room" chairs.
- (X) 6. CHAIRS: Seats are to be padded, with arms.
- (X) 7. LIGHTING: If general illumination is inadequate, move in some reflector-type floor lamps.
- (X) 8. ELECTRIC CIRCUITS: Check to make sure that it is possible to shut off overhead lights without extinguishing side lighting. This in order to allow some illumination when slides or movies are shown.
- (X) 9. WINDOWS: Full-width drapes or venetian blinds should be on all windows.
- (X) 10. SPEAKER'S PLATFORM must conform to these minimum dimensions:  
 A—Height at least 2 ft. (very important)  
 B—Length across meeting room, 20 ft.  
 C—Depth, front to back, 10 ft.
- ( ) 11. STAGE LIGHTING: ——— baby spotlights are necessary.
- (X) 12. LECTURN: Reading lamp should stay lighted when general illumination is off. This light should be hooded to prevent glare in audience eyes.
- (X) 13. TELEPHONE. Arrange with switchboard operator to shut off phone, and make other arrangements for handling incoming messages.
- (X) 14. SUPPLIES: Ice water, ash trays and notebooks on every table.
- ( ) 15. BLACKBOARD: Several chalks and eraser are required with blackboard.
- (X) 16. FLOOR: Carpeting is required unless chairs are fastened to floor.
- ( ) 17. WEEK-END OR HOLIDAY MEETINGS: Arrangements should be made with the various personnel such as doormen, mechanics, porters, etc., to (a) have building and meeting room open, (b) elevators and all facilities in operation.
- (X) 18. NIGHT BEFORE: All props, equipment, arrangements, should be in order and tested in advance.
- (X) 19. HATS AND COATS: Have a place to hang or check clothing.

(continued on next page)

let the  
Coast  
be your  
Host . . .  
For This



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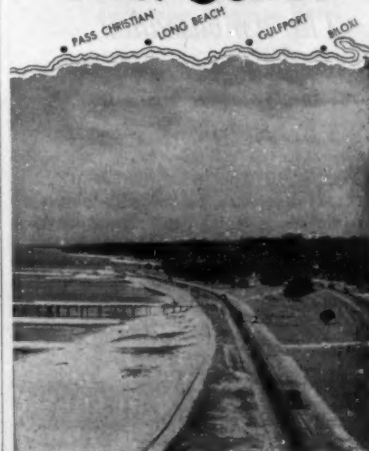
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MIAMI BEACH, FLA.

THE AMERICANA  
OPENS DECEMBER 1956



## Check List for Meeting Arrangements

(continued from page 57)

### ELECTRIC EQUIPMENT

- ( ) 20. MOVIES: 16mm sound motion picture projector.
- ( ) 21. SLIDE FILM: 35mm sound slide film projector.
- ( ) 22. GLASS SLIDES: "Magic lantern" projector for 3" x 4" glass slides. Must be motor-driven fan cooled (to prevent operator burning fingers); 500 watts minimum.
- ( ) 23. SCREEN: Either permanent screen or largest portable glass bead.
- ( ) 24. BOOTH: Projection booth preferable, otherwise table located in audience.
- ( ) 25. OPERATOR: Assign skilled amateur or professional for motion picture; for other machines a volunteer.
- ( ) 26. SIGNAL LINE: Wiring should be arranged for push button at speaker's stand and hooded signal light at projectionist.
- ( ) 27. RUBBER MATS: Covering should be used over extension cords from wall outlets to machine (to prevent tripping).
- ( ) 28. FUSES: Projection equipment should be tested in advance and inquiry made of electrician as to capacity of fuses.
- ( ) 29. EXTRA BULB: Make sure extra bulb is available for projector (just in case).
- ( ) 30. PUBLIC ADDRESS SYSTEM: Microphones not required for groups of 50 or under. For larger groups, both standing and lapel type microphones should be provided.
- (X) 31. TAPE RECORDER: Operator, and pick-up microphone should be provided to record speaker's presentation.
- ( ) 32. MIKES: For round table discussions, microphones, should be on audience tables.
- (X) 33. PHOTOGRAPHS: Arrange for candid shots as follows:
  - A—General shot of meeting in session.
  - B—Close-up of top company executives addressing group.
  - C—Close-up of speaker displaying charts, etc.
  - D—Close-up of member of audience asking a question.
  - E—Close-up of two salesmen on platform going through a mock sale.
  - F—Close-up of a few salesmen seated at lunch, etc., in animated discussion.
  - G—Close-up of manager and salesman in the event that awards of any kind are distributed at the meeting.
- PURPOSE: For publicity in trade papers, company sales bulletin, etc. If no publicity is contemplated, shots should still be taken as invariably later use is discovered for them.
- ( ) 34. MEALS: Food is not to be served in same room as meeting. Coffee for morning break and coke for afternoon break are optional. No cocktails at lunch.
- (X) 35. GUESTS: Heads of all company departments other than Sales should be invited to attend.
- ( ) 36. PRESS: Trade and newspaper reporters should be invited.
- (X) 37. IMPORTANT: All sessions of the meeting should be held in the same room.
- ( ) 38. IDENTIFICATION: Badges should have man's first and last names lettered large. Preferably 3/8 inch hand lettered.
- ( ) 39. NAME PLATES: Table-tent style name plates should be placed before each panel speaker. Lettered large enough to be easily read in last row.
- ( ) 40. ATTENDANCE LIST: Names of attendees should be mimeographed morning of first day with room location of those attending, plus their home business address. Distribute to all at lunch.



## EXHIBIT CLINIC

Tips from Exhibit Producers & Designers Assn., representing nation's top displaymen.

### Is It Better to Buy or Rent?

BY IRVING G. BARRY  
Sales Promotion Manager, Lewis Barry, Inc.\*

How do you determine when it pays to rent rather than buy an exhibit? The answer is a seeming paradox: when you exhibit seldom or when you exhibit often.

Let us examine each face of this paradox separately.

First, you exhibit seldom; that is, your company participates in trade shows just once a year, or less frequently. Then you may regard the exhibit you own as an encumbrance. It uses up valuable storage space and collects dust most of the year while it grows obsolete as an effective display piece for your merchandise. Logic of renting an exhibit in this case is obvious.

Now let us look at the other side of the picture. You exhibit often. There are many trade shows in your competitive field that you cannot stay out of—but what a strain on the budget! Must you stay out of some of these shows and lose their proven potential just because your budget cannot be stretched to include them all?

Many exhibitors who face this problem find the solution in renting. Thus they enjoy the benefits of maximum participation in a properly varied exhibit program, and still do not upset their fiscal balance.

Some find themselves with conflicting show dates that require extra exhibits to meet their schedules. These extra exhibits can be secured by renting, without increasing the year's total outlay for this type of expenditure.

Or perhaps an extra trade show has been selected after the year's exhibit

funds are allocated. Purchase of a new exhibit is ruled out—but a rental can be arranged that will not create a management crisis.

Sometimes your show schedule does not justify a capital investment for an exhibit at a certain show. Of course you could rent a table and use the ordinary background drape, but your neighbors will be displaying their wares in front of appropriate backgrounds, leaving you frustrated and talking to yourself, instead of to customers.

Or you have a new product or service to introduce that demands an extra exhibit not anticipated in your budget. Chances are a rental deal can get you into the show with the proper background.

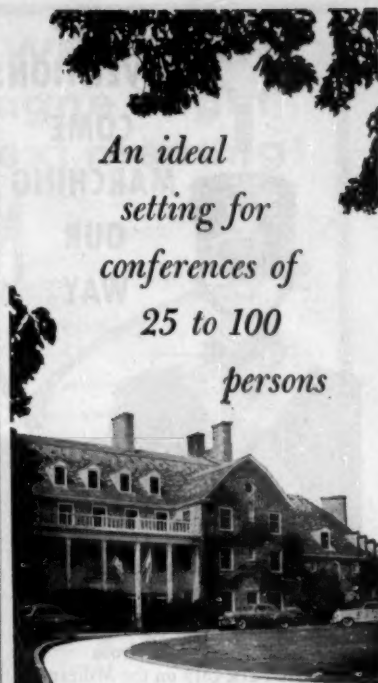
Point to remember about modern exhibit rentals is that these are not mass produced units where you run the risk of seeing yourself coming and going up and down the exposition aisles. These rental exhibits can be individually designed and adapted to meet your specific selling requirements, and altered to fit your needs for every show.

Exhibit rentals have proven practicable not only to the limited budget exhibitor. Some exhibitors who have varied and extensive exhibit programs prefer to rent their exhibits. It gives them greater flexibility. And reasons why it pays the frequent exhibitor to get the advantages of renting are the same for the infrequent exhibitor: to save money, get into more shows, avoid storage and excess inventory, yet come up with a fresh and effective exhibit for each show.

\*New York City

The End

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## Complex Visuals with Push-Button Simplicity

Westinghouse traveling session synchronizes two sound movie projectors, three slide projectors and two directional speakers into pan-screen presentation. Rear projection of equipment requires just 10 feet behind screen.

BY DONALD P. SMITH

General Manager, Commercial Picture Equipment, Inc.

Hollywood has a lesson for sales managers to learn, and it's this:

Just as new projection and staging techniques are bringing the audiences back into theaters, so these same techniques can be used to wake up and spur jaded sales audiences into action.

Gone for good are the days when a sales manager could get by with simple color slides accompanied by a monotonous monologue. Today, he finds that wide screen and directional sound are almost necessities to hold

his audience and sell them.

You can provide this new showmanship, yet keep it simple—within the budget—and portable enough for sales meeting mobility. It can be done with notable effectiveness, as demonstrated by Westinghouse Electric Corp.

Now winding up its year-long tour, the company's two-hour show, "Chain Reaction," has traveled 50,000 miles and has been seen in 140 different cities by more than 21,000



"INNARDS" of Westinghouse show are push-button controlled by one man, who can start and stop the show at any point. Slide projector on the right and one on far left project their pictures on outer thirds of wide screen. Forward motion picture projector throws its image (via a mirror to reverse it for rear projection, which is why the projector is set sideways) onto center portion. Third slide projector waits for its turn to replace motion picture image on center portion. Second motion picture projector carries a "trigger" film (a blank film with appropriate spaced black patches to break a photoelectric beam) which automatically regulates sequence of slide projectors. Manually operated push buttons allow operator to start show or stop it at any point to meet varying requirements. Entire package—projection equipment, screens, and stage facade—was engineered and made by Commercial Picture Equipment, Inc., Chicago.

people, primarily electrical contractors, industrial production and operating management, utility executives, architects and consulting engineers, financial groups, building owners and superintendents.

Its message—modernization of electrical systems in office buildings and factories—is shown in a full color picture almost as wide as the room. If the script dictates, three different pictures are shown side by side. Sound comes from appropriate directions. Where the change in technique offers more sales story impact, motion pictures blend into slides and vice versa.

Working behind the 21-foot wide rear projection screen, two sound movie projectors, three slide projectors and two loudspeakers—all synchronized—are push-button operated by one man. Yet, complicated and elaborate though the show is, it can be set up by two men in one and a half hours, and trundled about in a light panel truck on its cross-country jaunt.

Saleswise, the show left a trail of increases wherever it played. In one area alone, an increase of \$100,000 from those customers in modernization contracts was credited to the show.

Westinghouse's film division originated the idea of the show, based on its experience with Commercial Picture Equipment's wide screen projection technique for slide films called pan-screen. With this technique, three synchronized slide projectors cast images onto three screens placed side by side. Images are linked together to provide a mural-like effect across the room, literally putting the audience "into the picture."

But this time, Westinghouse wanted something more elaborate. Not only did the company want a wide screen, but the show must at times combine sound movies with slides, at times use movies alone, at times use slides alone, and at other times integrate slides with a live actor out front.

Furthermore, the width of the screen called for directional sound. And, because the show would be set up in rooms of varying widths, it had to be flexible. Automatic, trouble-free operation also was called for.

Finally, the entire package had to present the solid, elaborate appearance of a permanently erected stage, complete with traveler drapes—yet it had to be portable.

Working with Richard A. Roxas of Westinghouse's film division, and Ken Day of the company's Industrial Advertising Department, Commercial



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Picture Equipment developed a package to meet these requirements.

Without going into the "nuts and bolts" of the show, certain aspects can be pointed out as having application to other sales shows of a similar nature:

1. Rear projection is used to save space and permit live action. Only 10 feet behind the screen is needed for all the projection and sound equipment, freeing the viewing portion of the room from objectionable equipment clutter. Since the image is projected from the rear of the screen, the narrator can work along with the show without casting a shadow on the screen.

2. Entire stage is 39-feet wide overall, with a 21-foot screen. Yet the wings on either side of the screen swing in arcs, so that the stage can be fitted into a room as narrow as 24 feet, if necessary.

3. Operation of projection equipment is entirely automatic. One movie projector acts as trigger, keeping the slide projectors in synch with the first movie projector. At selected points, the operator takes over with push-button controls, while the narrator appears on stage with a slide-

film background.

4. Light weight aluminum construction keeps the weight of the entire show, projectors included, to 700 pounds. Everything packs down into cases no longer than eight feet, which fits easily into the panel truck.

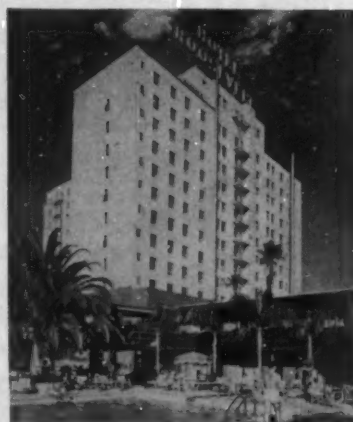
"Very low service troubles were experienced with the equipment," according to Ken Day, "and this in spite of the fact that the show received the equivalent of 10 years' use in just one year."

Transfilm Inc., New York City made the films and slides to tell the story of how one man's decision to convert to an up-to-date electrical system affected an entire community.

Two 16mm. Bell & Howell sound movie projectors and three SVE Du-Kane slide projectors were especially adapted by Commercial Picture Equipment to meet the show's requirements.

Costwise, staging and projection equipment normally takes 10% to 15% of the entire show's budget. In this case, the figure was up to about 25%, which, according to Westinghouse, was more than recovered by the sales increases stimulated by the show.

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INDEPENDENCE HALL is backdrop for marquees where 3,500 lunched with the President. All tent poles and stakes were garlanded with greens to enhance setting.

## One-Hour Luncheon: Four Months' Work

You can't imagine how involved a convention luncheon can be until you create a dining hall at a national shrine for 3,500 guests including the President of United States.

What easily could be recorded as the most complicated convention luncheon ever planned took place in Philadelphia recently during the American Bar Assn. convention. The luncheon was sponsored, planned and paid for by Insurance Company of North America, Philadelphia.

It all began when American Bar Assn. invited North America to sponsor a luncheon as it had done when ABA last met in Philadelphia in 1940. At that time, the insurance company feted delegates at a luncheon at historic Valley Forge.

To again draw on an historic background, North America conceived the plan to stage a luncheon on the newly developed Mall in front of Independence Hall. When that idea came into being, complications began.

Independence Mall is a state project. It is a newly sodded, landscaped and park area—first of three square blocks to be redeveloped by the state.

When the insurance company broached the subject to Pennsylvania Secretary of Forrest and Waters Maurice K. Goddard, he said, "Yes, but." Because Insurance Company of North America is a reputable company in a fully regulated industry, and because it was cooperating with an important national association, and because dignitaries invited to the luncheon included the President of the United States, Chief Justice and his associates, as well as other important dignitaries, the Commonwealth of Pennsylvania was delighted to make the Mall available for a luncheon. BUT, the area was under guarantee

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by original contractors.

Each contractor who worked on the Mall had guaranteed his work for a specific time. None wanted to be responsible if the Mall were converted from a park to a giant dining hall.

#### Answer

Back came the answer. If North America was willing to be responsible for any and all damage to the Mall

and its installations it could use it as a luncheon site.

The company said, "Sure," and rushed nine of its safety engineers to Independence Mall to see what liability was involved. Their report was staggering. It indicated that as much as \$150,000 damage could be done by putting up tents and serving lunch—unless stringent precautions were taken.

So Insurance Company of North America purchased a surety bond from its subsidiary bonding company, In-

demnity Insurance Company of North America, and posted this \$150,000 guarantee against damage.

With legal aspects taken care of, planning of the luncheon proper began. First, and most important, was planning of basic physical arrangements. All planning had to be done around these requirements:

1. Security of President Eisenhower and other government officials.
2. Protection of lawns, walks and shrubbery.
3. Protection of underground plumbing including 127 sprinkler heads and electrical installations.
4. Safety and comfort of all guests under all possible conditions.

#### Precautions

Tents had to be erected in case of inclement weather likely in August. However, because of costly underground installations, precautions had to be taken to erect tents. Safety engineers plotted all underground pipes and wires from contractors' blue prints. They then used tennis court tape to trace on the ground the lines under it. While tents were being erected, they advised workmen on placement of stakes and poles.

Just in case some underground wiring or pipes did not conform to blue prints, all tent stakes were hand driven rather than machine driven. A man hammering in a stake by hand can feel an underground obstacle and can stop immediately. Even if he does sever a wire or pipe, at least he knows where the damage is. With a machine driving stakes, a break in a line might not be detected until later and its exact location would not be determined. This could necessitate digging up the entire Mall area. Such were the physical problems.

#### Security

For matters of security, names of all personnel involved with serving the President and his party, as well as company personnel and press, had to be submitted to Secret Service in advance. Five meetings between Secret Service and North America people were necessary to make security plans.

So many individual permits were required from the City of Philadelphia in connection with the luncheon and accompanying temporary installations, that the city finally withdrew the dozens of individual permits and issued one blanket permit to cover all plans.

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Almost every department in the city was involved, including police, fire, water, sewage and health. While tents were flame-proof, they can't be considered fire-proof. So fire trucks were stationed nearby. Because of 3,500 luncheon guests and crowds of spectators, a mobile hospital and rescue squad were on duty in case of heat exhaustion cases or other possible injuries. A police and fire communications truck was on hand to centralize orders for deployment of city police and detectives throughout the area.

To prevent damage in Mall rest rooms, they were closed and mobile comfort stations were used. As an added service to guests, a mobile telephone pay-station office was brought to the area.

Decorations for the luncheon were tastefully executed. Wide blue ribbons were across each white tablecloth and a center piece of red and white flowers were on each table. Greens covered each metal tent peg and tent poles.

From Aug. 19 until a day before the luncheon on Aug. 23, crews worked around the clock to erect 40,000 sq. ft. of canvas. Just before work started, North America counted every crack in the flagstones, photographed every tree and just about every inch of Mall area so that it would have proof against any claims of damage for which it was not liable.

In the morning before the luncheon, the entire area was sprayed with DDT to keep the dining area free of insects. Twenty-six Pinkerton guards were on hand early to prepare for crowds.

### 30 Chefs

To feed the 3,500 members of American Bar Association, guests and press, the caterer, D. F. McAllister & Sons, Philadelphia, used 30 chefs and 120 waiters, plus 55 additional employees.

Actual meal presented problems. The insurance company turned thumbs down on a hot meal. (This would require propane gas for heating—a fire hazard in the eyes of the company.) Menu selected included honeydew melon, chicken salad, sliced ham, potato chips, salad, rolls and butter, celery and olives, ice cream and cake, iced coffee or iced tea and mints.

In the event that the President or honored guests preferred hot coffee, a 50-gallon thermos jug of hot coffee was on hand. The President received the same food as the rest of the guests

(and waiters noted happily, he ate every drop).

### No Speeches

Instead of speeches at the luncheon, a short prayer was offered by The Rt. Rev. Oliver J. Hart, Bishop of the Diocese of Pennsylvania and a souvenir booklet was placed before each guest. Cover of the booklet pictured Independence Hall in full color. Inside, the booklet offered a menu,

short biography of John Marshall whose 200th anniversary of birth was being marked by the luncheon, facts on Independence Mall and Independence National Historical Park with a map of the area, and facts on the Insurance Company of North America's origin. Beside a photograph of the room in which the Declaration of Independence was signed, the insurance company revealed that it was founded in the very same room in 1792.



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\* The Seville opens December 15th.

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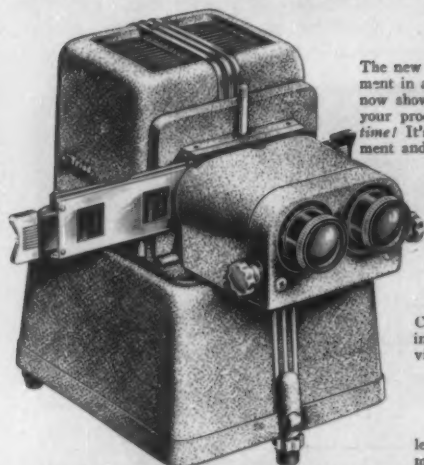
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The new Compo Triad Projector is a remarkable achievement in advanced selling techniques. Think of it! You can now show life-sized, full color three-dimension pictures of your products to one or a hundred viewers—at the same time! It's ideal for showing extensive lines, heavy equipment and installations at sales meetings, prospects' offices, conventions and training sessions. Prospects are amazed at the sparkling brilliance, clarity, natural depth and convincing realism. A Triad 3-D presentation eliminates costly transporting of heavy equipment from city to city and the need for taking prospects to "on the job" installations. Selling from flat photos, small pictures or inconvenient hand viewers is now obsolete. Leading companies have adopted the Triad selling system enthusiastically. The Compo Triad is actually two projectors in one. An instant changeover permits manual or automatic viewing of 2" x 2" (35mm) slides.

#### Write for FREE Bulletin

Learn how you can step up your selling efforts, more successfully, with the new Triad Projector.

**COMPCO CORPORATION 2289 W. St. Paul, Chicago 47, Ill.**

## Ideal for CONVENTIONS and SALES MEETINGS **NASSAU in the BAHAMAS**

Modern hotels with trained, experienced staffs provide superb accommodations for all types of group meetings. Nassau's Old World charm blends with ideal year 'round climate to furnish perfect setting for business and pleasure. Golf, swimming, all sports for "after hours"... shopping for British and European goods.

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Everyone wants a vacation in Nassau—Resort Empire of the Western Hemisphere! Watch salesmen hustle when you make a vacation in Nassau their prize.

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**BY AIR:** 1 hour from Florida  
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#### NASSAU, BAHAMAS, DEVELOPMENT BOARD

MIAMI—1633-34 duPont Bldg. • NEW YORK—308 British Empire Bldg., 620 Fifth Avenue. • CHICAGO—1210 Palmolive Bldg. • DALLAS—1214 Gulf States Bldg. • TORONTO—407 Victory Bldg., 80 Richmond St. West.

548



SOD, removed where tent poles were raised, was stored, watered and put back in place.

During the luncheon, music was supplied by the Second Army Band, Fort George C. Meade, Md. Immediately after the meal, dignitaries and guests walked from the Mall to the south side of Independence Hall where the President addressed the ABA members as well as the general public gathered in the vicinity.

#### Smooth Operation

So smoothly did the luncheon function, it might have appeared that feeding 3,500 people at the Mall was a daily occurrence. Nobody could have guessed how many details went into the plans.

Immediately after the luncheon, work began to restore the Mall to its original beauty. After tents came down, sod removed to make way for tent poles was replaced. (During its absence it was watered and carefully stored.) The insurance company employed landscape and lawn experts to supervise. With aeration of the lawns and careful watering, two weeks after the event, it was impossible to tell that anything as much as a pup tent had ever been pitched on the grounds.

#### Damage Negligible

Damage was negligible. Only badly worn patch of grass was in front of the guest table where dashing cameramen created a distinct path.

None of the emergency equipment was called into play during the luncheon. Doctors and nurses at the mobile hospital sat placidly throughout the festivities. Threatened rain never came and the partially clouded sky kept the summer heat within bearable proportions.

Days after the luncheon, the insurance company began to reap the harvest of its well-planned offering. Letters of congratulations and "thank you" attested to its expert role as super host.

The End



# Meeting in CANADA?



CHECK THE ADVANTAGES OF **TCA** TRAVEL...

LAST YEAR magnificent SUPER-Constellations inaugurated a faster-than-ever service east and west between Montreal, Toronto, Winnipeg and Vancouver, augmenting regular TCA transcontinental flights.

This year famous, swift-flying TCA Viscounts — first propeller-turbine airliners in North American skies — have begun serving U.S.-Canada and Canadian inter-city routes.

Now the quick and easy way TO AND ACROSS ALL CANADA is quicker, more convenient than ever!

*Less than a day!* By air, it's less than a day to any

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**SPECIAL FARE REDUCTIONS AVAILABLE FOR GROUP TRAVEL**

See your Travel Agent or TCA Office in: Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Seattle, Tampa-St. Petersburg.



**TRANS-CANADA AIR LINES**

One of the world's great airlines...serving Canada coast to coast...important U.S. cities...Britain and Europe...Mexico, Bermuda, Nassau and the Caribbean

## La Fonda IN OLD SANTA FE

in the heart of New Mexico's  
"Land of Enchantment"



Available for small meetings the year 'round — for meetings up to 280 from after Labor Day to June 30.

World-famous La Fonda, "one of the pleasantest hotels in the U.S.A." (John Gunther) is renowned for its charming atmosphere. 216 Rooms, uniquely furnished. Meeting Rooms, Banquet Facilities. Moderate Rates. Santa Fe, the nation's oldest capital, is known for its rich historical Spanish and Indian flavor and ideal year-round climate. Motor Trips to neighboring Indian pueblos and prehistoric cliff dwellings. Golf, Hunting, Horseback Riding, Trout Fishing, Skiing (in the nearby mountains). — Write to Manager D. L. Cole.

Santa Fe Railroad  
Continental, Frontier & TWA Air Lines  
Highways open all year.

Phone: 3-5511  
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## INSPIRATIONS



for memorable  
meetings  
away from the  
distractions  
of a big city



in the sunny  
Southwest

## Grand Canyon NATIONAL PARK (SOUTH RIM) ARIZONA

El Tovar Hotel & Bright Angel Lodge  
on the brink of the Canyon's Rim



Available for meetings up to 300 between October 1 and April 30.

Grand Canyon is most enjoyable in Spring, Winter and Fall, when the famous Canyon colors are even more spectacular than in the year 'round and available for meetings—Rooms and Cabins. 2 Meeting Rooms and Banquet Facilities. Moderate Rates. Con-Rim, Muleback Trail Trips into the Canyon and Indian Dances provide fascinating outdoor activities the year 'round. — Write to Manager W. D. Rouzer.

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Highways open all year.

Phone: 40  
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THE WORLD-FAMOUS  
Homestead



On its own 17,000-acre estate in the Virginia Alleghenies, The Homestead is an ideal place for successful meetings. Your members can concentrate on business, free from the distractions of a large city; and when work is done they can enjoy all the superb facilities of "America's most distinguished resort and spa."

Exceptional golf, riding, swimming and other sports; smooth Southern service; expert attention to meeting requirements.

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Conventionland U.S.A.



New air-conditioned Municipal Auditorium seats 4,500

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- Delightful weather year-round
- Reduced rates for spring, summer and fall conventions

For information, write: Tom F. Smith, Dir. Miami Beach Convention Bureau, Municipal Building, 1700 Washington Avenue, Miami Beach 39, Fla.

This Message is Prepared and Published by the City Government of Miami Beach

# Pin Point Problems For Your Supervisors

Sales supervisors can be trained with role playing of problem salesmen. List of 15 cases suggests areas that can be covered. For meeting, supervisors are given opportunity to send in suggestions or check list of problem types.

BY CHARLES L. LAPP, Ph.D.

Professor of Marketing, Washington University

Have you ever pondered about what kind of meeting would hold the interest and stimulate sales supervisors to do a more effective job?

If you have had this problem, then possibly you might find a meeting conducted around the theme, "What do you do if this situation develops?" as a means of assisting your sales supervisors.

Such meetings require advance planning. Prior to holding such a meeting write to your superiors of salesmen or hold a conference with them to find out what typical problems may be that they are confronted with in handling salesmen.

After you receive typical situations from your supervisors, then separate them into areas in which the situations might be classified such as Planning or Organizing Territory Coverage, Training, Control, Motivation or Communication.

Another approach might be to list a number of situations and ask supervisors to check those which they more frequently encounter. Then send those which seem most prevalent back to the supervisors who should prepare to discuss what they feel to be the best methods to handle the listed situations. Possibly better still, request that they be prepared to show through role playing how such situations should be handled.

If you want to start with some such situations for role playing, the following are actual situations that may be used as is or adapted for your own company and salesmen.

1. **Credit Grabber:** "Cracker-jack" salesmen steps on too many people. For instance, he tries to take the credit for all sales in which he assists even though someone else may have done 98% of the work.

2. **Story Teller:** Salesman keeps fel-

low salesmen dissatisfied by starting rumors or putting out information that can be misinterpreted. Then, if such a circumstance is brought to his attention he manages to worm out of it by saying, "I was misunderstood."

3. **"Specialist":** Supposed to devote time to both retail and industrial accounts, he refuses to give any time to development of retail accounts.

4. **Slow Writer:** He has a good sales record but refuses to send in certain reports, and when others are sent in they are often two and three weeks late.

5. **Bottle Boy:** Salesman does an excellent job when he doesn't drink but recently he has been drinking entirely too much.

6. **Sufferer:** He needs help with many problems in his territory, but refuses to ask for assistance and guidance.

7. **Battle Shy:** Salesman does a good job with established accounts, but seems to be afraid to call on new prospects.

8. **Problem Ducker:** Instead of solving problems with accounts when they arise, he waits for a superior to come to his territory which sometimes prolongs misunderstandings and difficulties for too long a time.

9. **Big Promiser:** Salesman continually breaks company policies and makes promises to accounts beyond his authority.

10. **Cry Baby:** He complains that his territory is not a good one and that he is expected to sell more than can possibly be sold to his accounts.

11. **Country Gentleman:** He frequently takes off a number of days each month to play golf, go fishing, attend athletic events, and loaf at home when he is supposed to be making calls.

12. **Spoiled Son:** Salesman asks for

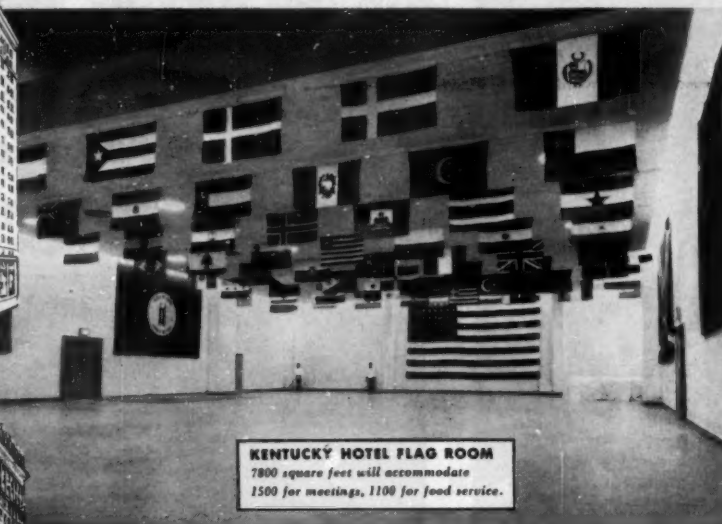
THE  
KENTUCKY  
HOTEL



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BROWN  
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## Louisville's *BROWN and KENTUCKY Hotels*



**KENTUCKY HOTEL FLAG ROOM**  
7800 square feet will accommodate  
1500 for meetings, 1100 for food service.

# UNMATCHED CONVENTION FACILITIES

**W**HETHER you are thinking in terms of a small regional meeting or a national convention involving thousands of people, you'll find that the Brown and Kentucky Hotels have the necessary capacity *and* experience.

Let's consider banquet facilities. At the recently enlarged Kentucky Hotel, there are nine meeting rooms convenient to our kitchens . . . up to 1100 people can be served in the Flag Room alone! At the stately Brown, there are

six banquet rooms, and the Crystal Ballroom alone has a banquet capacity of 800.

If your convention needs are greater than either hotel can meet, singly, *both* hotels are at your service, offering unmatched, one-man-agement convention facilities.

Before you plan your next convention get the facts on these two great convention hotels. Use the coupon.

**THESE BLUEPRINTS  
AND PICTURES  
ARE WORTH  
A THOUSAND WORDS**



The Brown Hotel  
Louisville, Kentucky

Without obligation, please send me the Brown and Kentucky Hotel Factbooks as advertised in Sales Meetings for October.

Name

Organization

Address

City  State



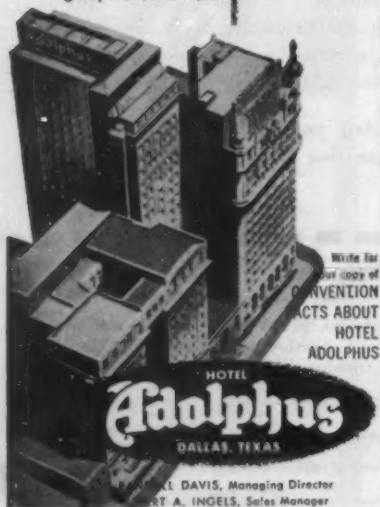


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Guest Room Television  
Family Rate Plan  
12 Meeting Rooms for  
groups of 12 to 1,200

Center of Dallas  
1,250 Rooms  
2 Restaurants  
Motor Lobby



more assistance than other salesmen and still seems dissatisfied that he isn't given enough support.

**13. Old Woman:** He spends too much time gabbing with buyers and prospects but insists he must do it if he is to obtain any business.

**14. Lone Wolf:** Through research it has been found that certain functions such as taking inventory, showing samples, or follow-up letters will assist in making sales, but salesman refuses to follow such suggested

methods because he feels his are better.

**15. Antagonizer:** He recently has been antagonizing a number of good buyers and reports of such seem to be increasing rather than decreasing.

Emphasis in meetings for sales superiors on how to handle salesmen in specific situations will pay-off with better results in the long run. Try this approach at your next meeting of supervisors and they will reward you for your time and effort.



SIDE WING PANELS of Stagette are reversible and can be loaded from the rear and flipped into view on cue. Overhead lighting is controlled by portable switchboard.

## Two New Units for Dramatic Sessions

"Stagettes," two portable stages being offered by Theatre for Industry, New York City, may hold the answer to budget and transportation problems that plague meeting planners. Stagettes, according to Theatre for Industry are light enough to travel by air, as well as rail and truck, and are within the range of the average company meeting budget. Completely equipped, the stages eliminate the extra expense of drapes, lighting fixtures and props.

Larger of the two units can be adjusted from a minimum width of 22½ ft. to 31 ft., with the depth ranging from 8 ft. to 12½ ft. The stage packs into seven crates and can be assembled in less than two hours, says Theatre for Industry.

Center stage area of Stagette is flanked by two side panel wings. Each of the wings is equipped with a 5 ft. by 4 ft. revolving panel. Panels can be loaded from the rear and turned toward the audience on cue.

Center canopy-type header houses a

built-in lighting system which is connected to an 8,000-watt Powerstat portable switchboard stationed backstage. An 8 ft. by 10 ft. pull-down screen for slides and motion pictures is found in the center header.

"Desk Top Stagette," a junior version of the Stagette, weighs just 45 pounds when packed in its case. Compact enough for one man to carry, it measures 40 in. by 20 in. by 8 ft. when folded. It features a flannel-board center panel for slapboard presentations, which can be adapted for flipover charts. Like its bigger brother, Desk Top Stagette boasts built-in overhead lighting and a pull-down screen measuring 48 by 36 inches.

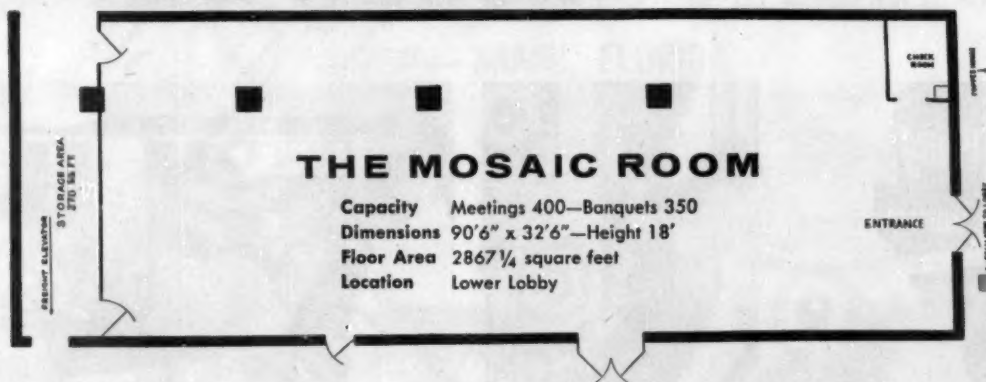
A pegboard wing panel, 18 by 36 inches, on each side of the 36 by 36-inch center panel is designed for product displays and literature.

Stagettes are available in five colors in DuPont Fabrilite finish making them washable and scratch resistant.

*Introducing the*  
**MOSAIC**  
**ROOM**  
 the New Yorker's  
 newest  
 private function room



*R*ecently refurbished and redecorated, the new Mosaic Room is now available for meetings, banquets and receptions. Across from the new Coffee House on the quiet Lower Lobby, this attractive room is easily accessible to the lobby by the new two-way escalator. Air-conditioned and wired for closed circuit Television, the Mosaic Room also offers a large adjacent kitchen which provides delicious food and prompt service for banquet functions. For full information concerning the Mosaic Room . . . and the other attractive ballrooms and meeting rooms of the New Yorker . . . please contact our Sales Department. LOngacre 3-1000. Teletype: N. Y. 1-1384.



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*Direct Tunnel Connection from Pennsylvania Station*

*New Yorker*  
 A HILTON HOTEL

## How Authentic Need Props Be?

The company was mythical but every prop used was real to create believable slide film.

**BY H. A. LOTKA**

**Sales manager, Food Casing Div.,  
The Visking Corp.**



TON OF SAUSAGE PRODUCTS were put into specially imprinted casings; point-of-purchase material was prepared; advertising was created—all from fictional company.

"Pardon me, madam, that brand of sausage is not for sale."

The red-faced young man retrieved a wrapped package of sausage from a startled customer in one of Chicago's large food markets.

This was a common occurrence during the filming of "Sure, I Can Sell Sausage," a specialized sales training slide film produced by the Food Casing Division, The Visking Corp., Chicago. Visking manufactures cellulose casings for skinless frankfurters and sausage products.

While the film company was "on

location" in food stores, numerous customers were attracted by the bright sausage packages labeled "V-King." Embarrassed Visking representatives were forced to explain that the sausage was only a "prop" for the film and the "V-King company was purely imaginary.

Idea for a detailed film on how to sell sausage originated in the mind of one of Visking's salesmen. He had seen a film on the sales training of route salesmen in the dairy industry, and it seemed a good technique to apply to sausage route salesmen as

well.

But why did Visking, who sells only to meat packers, bother to make a film telling sausage salesmen how to go about their business?

Well, here at Visking we have always appreciated the fact that our business depends on the business carried on by the sausage makers. We do anything we can to help them, because we know our success depends on their success. And the most important link in the manufacturer-to-consumer chain is the retailer. Help him sell and everyone benefits.



BORROWED TRUCKS repainted with advertising of "company".



VISKING'S EMPLOYEES were the actors for 22 parts in slide film.



*Here's one story every Sales Manager ought to know...*

## SCHINE HOTELS CATER TO YOUR CONVENTION OR LARGE GROUP NEEDS!

We've got *all* the facilities you need — but we don't stop there! We tailor them to fit your needs... you can be sure we'll do everything possible to make your group stay a success!

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3500 acres — the most spacious and beautiful resort in all the world! Extra-special convention facilities!

- Huge auditorium with graduated seats, full stage, slide and motion picture facilities!
- 2 olympic swimming pools.
- ½ mile private beach.
- 18-hole championship golf course.
- 6 Teniko courts for tennis enthusiasts.

### *Roney Plaza*—MIAMI BEACH, FLORIDA



In the center of everything... exquisite shops, sightseeing tours, every point of interest!

- 7 acres of private tropical gardens
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- King-size pool.
- Magnificent Cabana Sun Club.
- Tennis courts.
- 3 restaurants.
- Home of the world-famous Bamboo Room.

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Miami's largest hotel! Situated at the Crossroads — Biscayne Blvd. and Flagler Street. Real "homey" atmosphere at a low price (about ½ price of hotels on Miami Beach)!

- Newly-decorated Flagler Room — ideal for large group meeting and dinners from 200 to 1,000 persons.
- Hialeah Park with its famous flamingos, Tropical Park, dog races nearby. Fishing, Boating at the door!
- TV in every room — no extra charge.
- Fully air-conditioned with individual regulator in every room assuring personal comfort.

Whatever your requirements, you can rely on Schine Hotels to give you the best in convention and group facilities... and at special rates!

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Right atop Mt. Summit on a beautiful 930 acre estate with our own golf course and swimming pool.

Ideal facilities for handling groups up to 160 . . . with sports, relaxation and entertainment for all. Noted for delectable food . . . and spacious, comfortable rooms.

On U. S. Route 40, six miles from Uniontown, Pa. 2500 feet high in the mountains.

Phone Uniontown 8-8594  
—or write SAM STEWART, Manager  
(An Abell Hotel)



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A choice of 400 spacious rooms—majority overlooking the ocean—each with private tub and shower, fresh and sea water—music for dancing twice daily.

**GEORGE S. BRUNI**  
Vice President & General Manager

**ADA TAYLOR**  
Director of Sales

**STANLEY S. CAMPBELL**  
Sales Manager

Telephone Atlantic City 8-1271



**THE SKYSCRAPER  
BY-THE-SEA**

Overall plan for a film to show the sausage route salesman how he could help himself by helping his customers increase sales was worked out by research study and by actual travel with sausage salesmen in the area.

L. Mercer Fancisco, Francisco Films, Chicago, began writing the script. It was approved by Visking officials last December. Then the pace of the whole operation was stepped up when officials decided to premiere "Sure, I Can Sell Sausage" at the annual February sales meeting. That gave us one short month to get the film in the can.

Our first job was to set up a whole sausage "company." Because Visking sells casings to many different sausage manufacturers, a real sausage brand name could not be used in a film that would be viewed by representatives from all of our customers.

"V-King" was chosen as the name of the mythical product. Advertising and art departments of Visking rushed to complete layouts for imprints on the casings, point-of-purchase material, and the necessary truck and display signs. Over a ton of sausage and smoked meats were packaged under the new brand name. Several route trucks had to be obtained and painted to advertise "V-King."

One of the most important elements of the film was its reality. Only one professional model was used. The 22 leading characters were cast from Visking employees, and 36 additional characters were picked while the filming team was actually on location. Eight professional voices were used in the recording.

Sixteen locations throughout Chicago and the suburbs were chosen, all of them actual retail stores that

agreed to participate. Sausage products and camera crew were transported to and from location in another sausage truck loaned to Visking by one of its customers.

The intensive shooting schedule included filming late at night and on Saturdays and Sundays, and the test film and record were finished only three days before the sales meeting.

The film was composed of 385 color frames. Its running time is 40 minutes. A flip-chart presentation was prepared in addition to handbooks and meeting guides for the use of route salesmen and sales managers of Visking's customers.

The film opens with a group of route salesmen discussing ways to sell more sausage and smoked meat products along their routes. The story follows several of them along individual routes as they try out a seven-step program to increase sales for their retail customers and therefore for themselves. The same seven steps are explained in the printed material.

In addition to the seven-point sales plan, a great deal of emphasis is given to do's and don'ts necessary to healthy salesman-customer relationships. These do's and don'ts range from suggestions on personal habits and conduct on the job to pointers designed to improve the route salesman's efficiency in planning and executing his sales program.

This seven-point sales plan, as well as the film itself, has been received warmly by Visking's sausage manufacturer customers. We feel that we have found not only a good pattern for sales promotion but also a vivid and exciting way of presenting selling ideas.

The End

## See how ADmatic can boost sales for you



### in trade shows, stores, windows—day or night

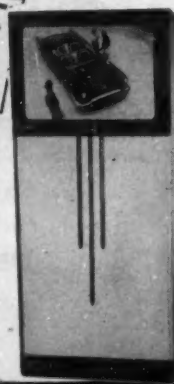
Put full color and action into your sales messages—get greater attention at less cost—attract more prospects than through any other medium with the ADmatic, the automatic slide projector that runs continuously, day and night, with no operator needed.

The ADmatic projects a new message or idea every 6 seconds on a large screen equivalent to a 28" T.V. It holds 30 slides (2" x 2") that are easily changed. Just as effective in lighted areas. Use the ADmatic wherever people gather, in stores, trade shows, dealer show rooms, theatre and hotel lobbies, as a visual salesman; or for personnel and salesmen training programs.

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Convention Hotel*

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HOTEL DESOTO ..... New Orleans	HOTEL JEAN LAFITTE ..... Galveston
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THE CONVENTION CITY!**



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Write to: BEN GOULD, Director of Sales



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Now you can stay at a hotel of character and class, secure in the knowledge that your room is listed at one rate, and one rate only.

On New York's smart East Side, opposite the Waldorf-Astoria. Easy parking. 800 new rooms magnificently decorated. New Belmont Room, restaurant, bar and lounge.



A GREAT HOTEL... NOW A ONE-RATE HOTEL

THE  
**Belmont Plaza**

LEXINGTON AVENUE  
49th TO 50th STREETS  
Plaza S-1200



EXPOSITION OF GOLDEN IDEAS attracted widespread attention, including articles in consumer magazines and nationwide television coverage. It was staged in Portland, Ore.



ARCHITECTS were encouraged to design controversial displays and exhibits.

## Exposition for 'Wild' Ideas

Architects get free hand to design 50 new uses of plywood for exposition to mark industry's anniversary. Show was designed to publicize fir plywood, stimulate imaginative uses and prompt manufacturers to step up product promotion.

Out of the muck of 50 years ago, Douglas Fir Plywood Assn. seized an

obscure event and built around it a Golden Jubilee exposition that turned



# More and More Conventions Are Headed for **LONG BEACH** *In Southern California*



... on the shores of the blue Pacific

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ADVANTAGES:

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Convenient, comfortable rooms at sensible prices.

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✓ Convention and Trade Show Know-How

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into the biggest promotion that the fir plywood industry has ever known.

### News Peg

The event was the production of the first fir plywood at Portland, Ore., a novelty item for the Lewis & Clark Exposition in 1905. Earliest panels were crude; the plant where they were made was later destroyed by fire; the event was all but forgotten.

But it provided the peg for an exposition that made national news and would help sell the wares of an industry whose spectacular growth has been a phenomenon of American post-war production.

For its Golden Jubilee, plywood came back to Portland, central city for this West Coast industry. The Jubilee tied together the Association's annual business meeting with a bold exposition of "50 golden ideas" on new uses for plywood. It brought in

key speakers on industry affairs, garnished at the top with an outside speaker whose name would draw attention, Lt. Gen. Leslie R. Groves, former head of the nation's atomic bomb project.

### Three Objectives

The Golden Jubilee had three key objectives:

1. To provide a vehicle that would draw national attention, and particularly national trade attention, to a prosaic item, fir plywood (in this, the industry sought to create raw materials that it could use for many months after the Jubilee to continue promotion with builders, designers, and consumers;

2. To stimulate imagination of professional designers and architects in the residential field to develop new ideas and new applications for plywood; and

3. To sell plywood manufacturers themselves on the need for continued and even stepped-up promotion, and at the same time to build enthusiasm within distributors. (National Plywood Distributors Assn. held its annual convention immediately following the Golden Jubilee.)

Fir plywood is a basic building material produced in more than 100 plants of Washington, Oregon and California. Its big expansion has come since World War II. Output doubled from 1945 to 1950 and will come close to doubling again this year. Annual value of production already exceeds \$400 million, and still new plants are being built.

### Sets Standards

Promotion agency for the industry is Douglas Fir Plywood Assn., Tacoma, Wash. The Association sets grade standards and provides trademarks by which manufacturers may stamp the grade on each panel. It conducts research on production and quality-control, but its biggest effort is thrown into national promotion and the task of expanding markets for a commodity whose output hits new records year after year and whose manufacturers are concerned primarily with problems of production rather than marketing.

The idea of making the 50th anniversary the big promotion for 1955 took shape late in October in 1954. Harrison Clark, assistant managing director of the Association tossed the idea onto the table. W. E. Difford, managing director, picked it up and

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developed the broad concept of the show. The execution lay primarily in the hands of Joseph Weston, field promotion director. Immediately after the basic idea was roughed out, department heads at the Association were asked to toss in ideas. In a week, somewhere between 100 and 150 suggestions were entered. These were culled in a series of conferences, and by Jan. 1, lines of the promotion were pretty well set.

Most important single ingredient in the Golden Jubilee was the exposition of "50 golden ideas." These represented new ideas in the use of plywood for residential construction, decoration and furnishing. They were presented at the exposition in plywood and in full-scale.

### Broader Appeal

Originally the thinking had been to erect a golden jubilee house and fit into this 50 ideas that used plywood. Then it was felt that the appeal would be broader if ideas were not restricted to use in a single house. The architectural team was headed by Chris Choate, Los Angeles, a man with varied background who had been for a number of years a set and production designer at Hollywood.

Architects were given a completely free hand in design, without regard to convention, obsolete building codes, or FHA requirements. One object was to stimulate the imagination of other designers. The Association did not so much expect to see these 50 ideas duplicated as to suggest entirely new treatments and new approaches in the use of plywood.

### Controversy

Controversy was part of the dish. Says Difford: "We knew that some of the ideas would be subject to criticism and controversy. We were prepared to take that risk in the hope that the possibilities of the material would achieve considerably more discussion than it would were we to have stayed only with immediate and practical applications."

The 50 golden ideas were set up in an armory near the convention hotel at Portland. They provided the focal point for the Golden Jubilee. Some of the golden ideas were for new uses of present types of plywood: a garden storage unit, a two-level plywood ceiling for use in remodelling, a 32-foot plywood arch as a garden shelter, woven or Moké design in plywood decoration, and a new underbase for

floors. Other ideas presented entirely new products, such as Texture 55, a textured panel for interior decoration; and a long-span tongue-and-groove panel with a lumber core for exposed roof beams.

### Explanations by Panel

The afternoon before the exposition opened to the public, a panel discussion on the 50 golden ideas was held

with the five architects to tell what they had done and to answer questions. The discussion brought a capacity audience.

Other high spots on the Golden Jubilee included a stage show written about plywood for this one occasion; a mill tour for distributors or others not so familiar with production of plywood; and two provocative luncheon talks, one by Ben Hazen, president, Benjamin Franklin Federal Savings & Loan Assn., Portland, and

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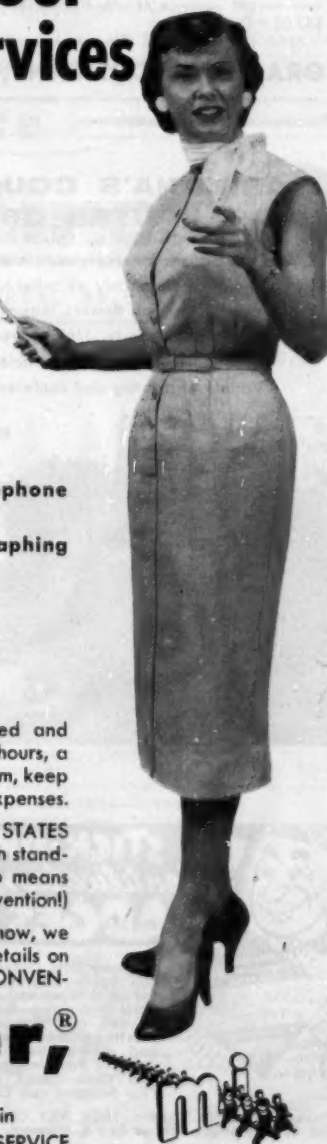
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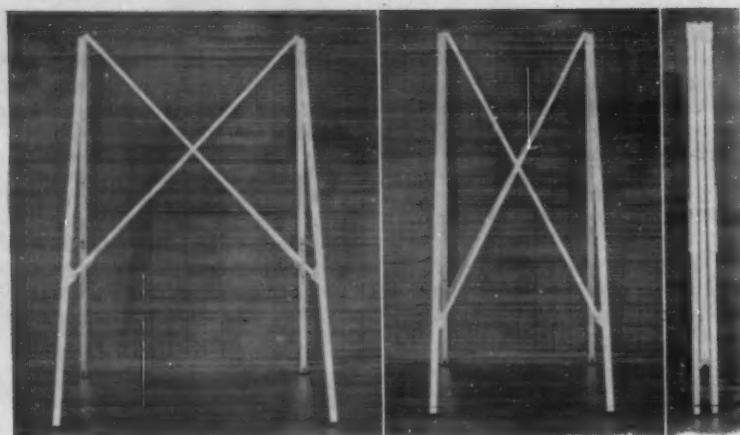
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past president of the U. S. Savings & Loan League. He urged manufacturers who sell to the building industry to set up a home loan insurance program that would take the government out of the home loan business. The other talk was by Difford. It was designed to shake manufacturers into looking beyond their own millyards. Difford urged producers to invest now in technological research and in market development or face "eventual economic collapse."

## Made News

The Golden Jubilee made news. That was its big job. There was the spot news of a big industry holding a big meeting, producing new ideas, and presenting name speakers. As one example, 15 trade publications in advance of the Golden Jubilee ran special sections or special editorial material on the 50th anniversary of plywood. These publications included *American Builder*, *American Lumberman*, *Building Supply News* and *Practical Builder*. There was spot news coverage by wire services and special media, including the Arlene Francis television show, produced at the exposition of 50 golden ideas.

There was general publicity—feature material for use in consumer magazines, newspapers, house organs, and business papers based on ideas growing out of the show. As an example, August *House & Home* carried a six-page section. September *Popular Science* carried a four-page article on Moké, one of the 50 golden ideas. Another feature on the same topic is scheduled in *Better Homes & Gardens*. Through clip sheets the material is being worked up for newspaper use in the months ahead.

## Editors Invited

Press relations were carefully organized. At the outset the Association faced the handicap of putting on a show 3,000 miles from the nation's publishing center. It invited editors from consumer and trade fields and paid their expenses in Portland, down even to such details as a free pass on Portland taxicabs. But it insisted that anyone who wanted to attend as its guest must pay his own way to Portland.

About 40 consumer magazines, business papers and newspapers accepted the invitation and sent representatives. A press reception with cocktails and dinner Sunday evening ahead of the show gave the Associa-



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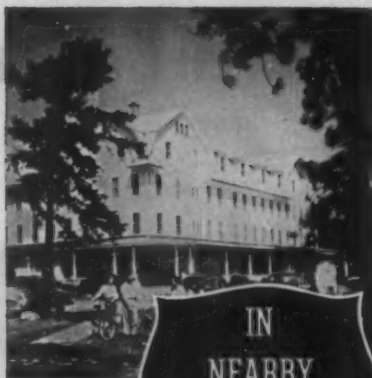
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tion a chance to sketch the events in advance. A press room was set up to serve them and offered detailed news releases to aid reporters and editors. A commercial photographer covered all events, and in addition the Association employed two recognized architectural photographers for work on the 50 golden ideas; these men shot in black and white, in color, and some 3-D views for use in slides.

Advertising by allied industries was tied in with the Golden Jubilee. These ranged from advertisements by Weyerhaeuser Timber Co. in a salute to the plywood industry to national advertising by The Borden Co. and Monsanto Chemical Co., two important suppliers of plywood glues. Chase National City Bank took prominent advertising space for a bow to plywood.

Pleased with results from the Golden Jubilee, one Plywood Assn. officer terms it "the biggest, most

successful thing we've ever done." Plywood people expect to see publicity from the 50 golden ideas showing up in consumer magazines and newspapers (via clip sheets) for more than a year. They have enlisted new interest in the trade. And they have brought into membership of the Plywood Assn. several producers from the 10% who so far have been on the outside taking a free ride on industry promotion.

Now steps are being taken to present portions of the exposition of 50 golden ideas at trade shows, such as that of the National Assn. of Home Builders at Chicago and next year's meeting of American Institute of Architects.

Cost? Initial budget for the entire Jubilee was \$250,000. This did not take care of everything, the Association reports, but adds: "It came awfully close."

The End

## Convention Contest: Before, During, After

A sales promotion campaign conducted at a convention of top sales executives—all specialists—calls for your best. American Airlines rose to the occasion at the National Sales Executives convention this summer and produced a unique, well integrated contest to put across its sales message.

Long before the convention American obtained a complete list of exhibitors and registrants at the previous year's convention. List was distributed to the airline's local offices in time to contact each person. It offered the services of American and invited them to visit the American Airlines exhibit at the convention.

A message was left at the New York hotel of each registrant asking him to call a specified telephone number. Those who called the number were greeted by a taped recording to welcome them to New York and the NSE convention. The recording explained a contest conducted by American at its exhibit and invited them to participate.

Next step called for six girls from American, dressed in western clothes, who circulated around the convention to call attention to American's contest.

Contestants were invited to guess the answer to two questions, each aimed at highlighting American's Mercury Nonstop DC-7 Flagship service between New York and Los Angeles. First question: "How many passengers have used our Mercury service?" Second question: "What was the average flying time of all Mercury Nonstop flights?"

Winner of the contest was announced at the closing banquet. Prize was 25 shares of American Airlines common stock.

A short time after returning home each contestant received a personal follow-up letter from American's local sales representative. Letter thanked the contestant for his participation, repeated the questions and gave the correct answers. It called attention to the service available at American and offered the assistance of the sales representative for any future trips.

Coverage was concentrated by limiting the contest to sales executives only. American's first contest, says Fred H. McCusker, sales representative, "enabled us to reach 600 key people in the sales field and tell them our story."

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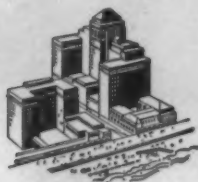
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## Are Your Salesmen Buying?

Think of the content of your sales meeting as a product. Then evaluate it in terms of your customer-audience. Is it salable? You must consider the needs of your salesmen to make the "product" satisfy. Here is how you do it.

When you give 'em "the pitch" . . . why aren't your men reacting?



When you plan meetings, the same principles apply as when you sell customers in the field:

You must have a salable "product". You must find out the needs of your customer-audience that the product will help to satisfy. For example, when you plan a meeting for your sales force . . .

### First: Look at Your Product

Is your subject matter well organized? —Yes —No  
Is your presentation clearly stated? —Yes —No  
Are your visual aids legible and understandable? —Yes —No  
Can your audience hear you? —Yes —No

If your answers are "yes", then your audience's lack of reaction probably is not a reflection on your subject matter or presentation. But, it may concern platform-audience relationships.

### Next: Look at Your Audience



1. You may be thinking and talking only in terms of *your* needs and interests.

2. Your audience members may be thinking only in terms of *their* needs and interests.



3. But, there is a middle ground of mutual needs and interests. Here there can be a mutual exchange of ideas.

How can you establish such a middle ground of mutual interest? How can you broaden it? How can you and your audience *work together* in this "idea trading area" for your mutual benefit?

#### Establish a Middle Ground Before the Meeting

1. Let them know why *you* want them there, what *you* expect them to do, what ground *you* want covered.



2. Find out what *they* need to get from the meeting, what's on *their* minds, what *their* problems are.

#### Broaden the Middle Ground Early in the Meeting



1. Have them write out their questions during your talk—and route to a question-sorter who organizes questions so you'll be able to use them to enter common area of interest as soon as possible.
2. Or, if it's very technical, test the talk on some of them beforehand—and rephrase it in *their* terms to better meet their needs.

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## Work Together in Middle Ground Throughout Meeting

1. Select random panel from audience to be "reactors" on the stage who, during or after the talk, will translate *your* points into *their* terms.



2. Or, take an issue that's too "hot" to get reactions easily and stage a debate by two audience groups on stage. (Be sure to shift sides so nobody gets caught in a controversial role!)



3. Or, carry a traveling mike into audience and interview different members to get their reactions. They'll usually be typical reactions—a good guide to whether you and your audience are on common ground.



To get your audience interested and reacting, you can use many different, tested techniques, and dream up more of your own.

*How* you do it is important—and you may need a little training to perform, so as to put them at ease.

*Why* you do it is most vital of all. If you're manipulating your men so that they will buy your ideas, that's a one-way street to trouble. But, if you're looking for ways to meet them on common grounds—so that you can understand them and help them with their needs as well as yours—that's different. In that case, any of these approaches can do you—and them—some real good.

The End



THEME CENTER of Powerama is shown with some of the surrounding exhibit buildings. Grandstand for 7,000 (left background) and docks (right background) can be seen.

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Powerama on Chicago's lake front, Aug. 31-Sept. 25, was as close to a world's fair in appearance and activity as you can get—short of the real thing. As one observer put it, "Nobody but General Motors could afford this sort of thing—not even Uncle Sam." Guesses around Chicago on ultimate costs for Powerama ranged from \$7 million to \$10 million. GM spokesmen were mute on the subject of dollars and cents.

Powerama was a big industrial fair to mark General Motors' production of its 100-millionth diesel horsepower. GM's eight diesel engine divisions jointly sponsored the fair and each

had a huge section to display its products, demonstrate its scientific advances and dazzle the populace with the immensity of equipment.

Cyrus R. Osborn, GM vice-president in charge of its engine divisions, conceived the idea of a fair for the public to mark GM's diesel progress. This was in January of this year. For any organization other than GM to produce Powerama in eight months—from conception of an idea to production—would border on the impossible. GM drew from its experience with Motorama, annual itinerant styling show for its line of cars, to create Powerama. But with all its experience, it ran into many new problems.

Chicago was selected for Powerama because of its central location and

# 53

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23-acre area available on the lake front. The site, used for Century of Progress in 1933-34, was rented for the four-week fair from the Chicago Park District with the understanding that it would be restored to its original condition.

T. H. Roberts, manager, GM's Motorama, was put in charge of Powerama, and on July 1, work started. On that date, few could have been convinced that the show would be completed by August 31. This is what was on the drawing board:

1. Lay eight miles of electrical conduit under ground.
2. Run water lines, telephone lines and other utility installations underground.
3. Surface the entire exhibit area with asphalt.
4. Lay more than a half mile of railroad track and move 7,000 cubic yards of earth.
5. Sink pilings and build docks 100 ft. and 300 ft. long.
6. Construct a 7,000-seat grandstand.
7. Install supports for a 153-ft. oil drilling tower.
8. Erect a bridge 16 ft. wide across Lake Shore Drive for fair pedestrian traffic.

All these major construction jobs

were in addition to erecting exhibit buildings, a 96-ft. theme center, eight smaller theme centers, lighting standards, a cotton gin, saw mill, steel-wire fences and dozens of other installations.

GM couldn't take possession of the grounds until July because of previous events including the Barnum & Bailey Circus, All-Star Football game and Music Festival in adjacent Soldier Field. Because of the use of the area for parking during the latter event, GM had to lay and take up railroad tracks. Big steel construction did not get underway until July 20 and had just 10 days for installation. This meant around the clock work with overtime and double time at night and over weekends.

## Stage Show

In addition to exhibit areas for all eight divisions, GM offered the public tours through its new lightweight train, a submarine docked at GM's pier, a tugboat and shrimp boat. An hour-long stage show was presented four times daily. Traffic to and from the musical production was so heavy across the steel span over Lake Shore Drive that GM had to install a second bridge. Using exact specifications of the first span in ordering the second, GM was able to have the new bridge in place in about a week after the show was opened.

Powerama was a delight to children. They could operate a diesel locomotive—jacked up to prevent its moving—and could run a huge hoist that could lift an eight-ton weight. They crawled all over road building equipment and giant trucks, and were allowed to play with the controls on tractors.

Literature was distributed in such vast amounts that 120 35-foot trailer trucks were used to store literature and spare parts for operating equipment. Literature ran into the millions and included everything from a two-color guide for the fair to a full-color comic book on diesel engines.

## High Spot

High spot of Powerama was its show, "More Power to You." Produced and directed by Richard and Edith Barstow, it combined a large cast of singers and dancers, trick horsewomen and their mounts, a small herd of elephants and mammoth tractors, scrapers and dump trucks. The show was built around the performance and easy handling of GM's



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huge diesel equipment. Big tractors performed square dances and the mambo. Girls drove some of the huge equipment to show how easily these big jobs can be handled.

Proof of the show's popularity was the crowd that gathered to see it. Lines formed eight abreast more than an hour before each performance and snaked around blocks of the fair grounds.

To house the 246 people in the show cast, 30 truck trailers were converted into dressing rooms. These trucks had previously been used to haul in equipment from Detroit. In all, GM's Powerama required 155 freight cars and 1,764 truck loads to

assemble all that went into its "world's fair."

Most ambitious event of its kind since New York's World's Fair, GM registered its one-millionth visitor on its 12th day. The company expected between two and three million to see Powerama before it closed.

You couldn't buy a thing on GM's colorful fair grounds. Hot-dog stands, operated by Consolidated Concessions under contract to Chicago's Park District, were outside the gates. Crowds were so large, only a fifth of the demand could be handled by food stands on opening day. On following days, more mobile vendors were brought to the area to feed visitors.

Food was an important item because you could spend many hours at Powerama. To see everything and listen to the talks in various exhibits, you would have to spend two days.

While diesel power embraced the theme and purpose of the event, GM's experimental cars particularly were popular. The same cars that toured with Motorama were on display.

To operate Powerama, GM used 1,047 people. Of these 422 were personnel from its divisions—public relations men and engineers—to man exhibits and act as demonstrators and lecturers. Men were rotated between home offices and the fair so that they each spent about a week at exhibits.

Displays, theme centers (one for each division) and overall designs were created by GM's styling section and H. B. Stubbs Co., Detroit. Many exhibits were used at previous showings but all theme displays were new as were temporary buildings to house exhibits and offices.

New exhibits were pre-fabricated in Detroit and shipped to Chicago. Some were so big they had to be shipped in pieces and assembled on the site, as was Euclid Division's 50-ton dump truck. This truck was converted into a swimming pool, complete with diving boards, divers and bathing beauties.

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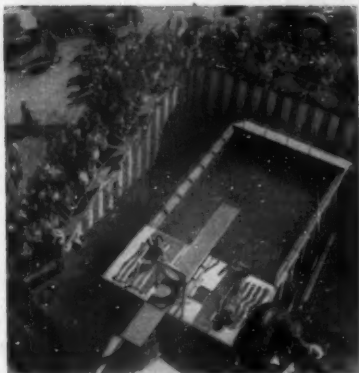
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Out of hundreds of exhibits proposed by each division, 250 were selected for Powerama. These included "Kitchen of Tomorrow," a fighter plane, gas turbine-powered XP-21 Firebird car, tanks and guided missiles.

"Our aim in the Powerama," explains GM President Harlow H. Curtis, "is to unfold the seldom-heard but truly exciting story of how relative newcomers on the industrial power scene—diesel and gas turbine engines—are giving the nation new muscles to build roads, cut its timber,

drill its wells, clear and plow its fields, propel its ships and aircraft, drive its trains and turn the wheels of its machines."

GM Divisions that participated in Powerama included Allison, Buick, Cleveland, Diesel, Detroit Diesel, Diesel Equipment, Electro-Motive, Euclid, Fabricast, Frigidaire and GMC Truck & Coach.

Ten customer relations men were in attendance at Powerama. They conducted surveys of various kinds, including why, from among 7,000, 120 people leave the stage show before

it is over. (Answer. They leave to beat the crowds and be in the front of the line to go through the U. S. Navy submarine.)

When Powerama closes down after its Sept. 25 performance, it has just 20 days to restore the park property. Just how much GM will take away it does not know. The Park District, for instance, has to decide if it wants the steel bridges across the North Lake Front Drive to remain and if it wants the asphalt laid down by GM to stay for better parking for Soldier Field.



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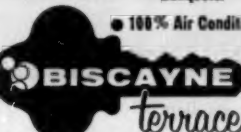
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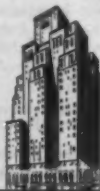
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MACHINE TOOL SHOW'S biggest equipment was in the Arena (above). Four other halls in International Amphitheatre were filled to capacity with active exhibits.



PRODUCTION ENGINEERING SHOW, companion event, was staged on Navy Pier.

## Big, Strict and Busy

After eight years, Machine Tool Show even taxes facilities of enlarged Amphitheatre. Exhibitors' space requests cut 18% to fit available areas. Companion Production Engineering Show makes combined event larger than 1947 show.

Operating under the strictest rules set for any industrial show in America, Machine Tool Show drew one of the highest attendances ever attracted to a non-public exposition. Attendance was expected to hit 100,000 for the 10-day event.

In addition to the show in International Amphitheatre, sponsored by National Machine Tool Builders' Assn., a companion event, Production Engineering Show, was staged in Chi-

cago's Navy Pier, while a Coliseum Machinery Show held forth during the same dates, Sept. 6-17. These three shows unquestionably made Chicago the tool center of the world.

With the expressed purpose of making operating equipment king, Machine Tool Show rules prohibited any but the barest display material in the five halls used in International Amphitheatre for exhibits. What little display material was used was limited

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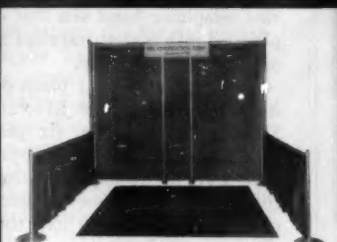
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*"Appreciate more than I can tell you your handling of the million and one details that arose in connection with the decorating."*

*"Everyone pleased with the results."*

*"The finest show in over 40 years in this industry."*

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to a five-foot height at the back of the booth and three-and-a-half-foot height within six feet of the aisle.

No spot nor flood light could be used by exhibitors. The show invested \$50,000 to increase hall lighting to 30 foot candles of illumination at working level. What signs were used had to appear on machinery to identify them, and these signs were limited to a maximum of two feet high by two feet wide and could not appear more than eight feet high no matter how high the equipment on display—and some of it towered into the air.

Giveaways had to be approved by a committee of exhibitors. The committee was not too restrictive, for items such as bandanas, shopping bags, napkins and fans were distributed. Items such as metal canes, bottle openers and engraved plaques turned out by machinery on the floor were given away but needed no special dispensation since they were products turned out by operating machinery.

Using 280,000 sq. ft. of exhibit space, the Machine Tool Show found itself without sufficient storage room in the Amphitheatre and had to use a parking lot area for crate and supply

storage. Supplies (metals of all types) for operating machinery were kept in bins on the parking lot. Each night metal scraps were removed from the show floor and new supplies hauled in.

The job of supply and housekeeping kept the huge exposition almost as busy at night as during the day. An army of some 500 people and 60 fork trucks were at work in the evenings to clean up and restock exhibits and food concessions.

Expected to be a liability, scrap left over from each day's show turned out to be an asset. A metal dealer bought up the scrap and the cleanup operation was expected to show a profit.

Because of the huge layout of exhibits, special systems had to be instituted for this show. Instead of chalk lines to indicate booth areas during setup, plastic discs and arrows were cemented to the floor. Although the plastic outlasted chalk lines during the many weeks of installation (starting in June), still many had to be replaced seven or eight times.

Problem of communications before and during the show was handled through a special intercommunications system. Floor managers in each hall carried small radio receivers to receive messages. To call back, managers carried telephone hand sets that could be plugged into outlets installed throughout the Amphitheatre.

In addition to floor plans produced in two colors in the Machine Tool Show visitor's guide, six plastic reproductions of the Amphitheatre's six halls were on display at strategic spots throughout the show. These miniature plastic buildings had the names of companies pasted on the areas in which they exhibited. This three-dimensional floor plan made it easier for visitors to get directions and saved a good deal of explaining about the six-hall layout on two different levels.

Production Engineering Show at Navy Pier, managed by Clapp & Poliak, Inc., as was the Machine Tool Show, had 65,000 sq. ft. of exhibits. A registration badge secured at either show (admission, \$2), offered free admission to the other. A fleet of 150 buses operated between the two shows and the Loop area. In addition, a helicopter plied between the two shows. This air taxi meant more as a publicity peg than as a means of transportation because of its limited passenger capacity.

Differences between the two shows were generalized thusly: machine tools at the Machine Tool Show; controls for the tools at the Production Engineering Show. In order to exhibit at the Machine Tool Show,

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companies had to be members of the National Machine Tool Builders' Assn. for at least three years during which time they did not exhibit elsewhere. As soon as a company exhibits in another show it is no longer eligible to exhibit at the Machine Tool Show, according to Tell Berna, manager, National Machine Tool Builders' Assn.

With 95 girls at Machine Tool registration desks and 40 at Production Engineering registration desks, nobody had to wait more than 60 seconds to get into either show, according to Saul Poliak, president, Clapp & Poliak, Inc. Badges were validated by IBM equipment to help speed the registration operation. Only ones to get in free were government representatives and the press.

The combined Machine Tool Show and Production Engineering Show topped the space used by the former show in 1947 when it was staged in the old Dodge plant in Chicago and used 520,000 sq. ft. of exhibit space—as opposed to 660,000 sq. ft. used by the combined shows this year.

With all the space used, there still was not enough in the Amphitheatre for machine tools. Exhibitors' requests for space had to be cut about 18% in order to accommodate eligible companies.

To demonstrate machinery performance at the Machine Tool Show, exhibitors often worked on actual parts. Example: R. K. Leblond Machine Tool Co., Cincinnati, performed an operation on crank shafts for Ford Motor Co. After the shafts, supplied by Ford, were machined in the Leblond booth, they were shipped back to Ford. It cost Ford nothing and gave the exhibitor an opportunity to put one of its machines to a real test of efficiency in operation.

Some exhibitors turned out nails and bolts, battery caps and other parts, but most produced nothing but scrap to show machine in operation.

Electricity to run the more than 500 large machines required an installation of three big transformers in addition to installations—adequate for every other show—at the Amphitheatre.

Tell Berna reports that of the 523 machine tools on display at this year's show, not one was seen in 1947. He expects a similar evolution for the machine tools when the next show is staged in Amphitheatre in 1960.

Already plans are being made for the 1960 event. Investigations are being made into temporary buildings to augment the present space at the Amphitheatre. It was for this year's show that the Amphitheatre was prompted

to build its new exhibition wing.

The Coliseum Machinery Show capitalized on the people attracted to Chicago for the Machine Tool Show. Free buses were operated from the Loop for visitors to attend the Coliseum Show. (Buses for the other shows charged 50 cents.) Approximately 75 exhibitors displayed their equipment in the Coliseum. Some, such as the foreign manufacturers, were ineligible for participation in the Machine Tool Show. The Coliseum show served companies who could not meet eligibility requirements for the Machine Tool or Production Engineering Shows for one reason or another.

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Accomplishment of these objectives requires the cooperation of every one of our 600 employees. They have to be trained in the art of public relations, and consistently refreshed on the subject.

We began a public relations training program nine years ago. Originally, lectures and discussion sessions were conducted after the banking day. Attendance was a must. Overtime was paid to those who exceeded their normal hours.

### Varied routine

But recently, we have varied the routine and broadened the scope with an experiment in the workshop idea, the first banking institution, we believe, to have tried this.

The workshop was conducted after hours, in the bank, but no overtime was paid, and attendance was optional. The idea was offered, not pushed. But so public relations-conscious has our personnel become that 70% gladly took advantage of the workshop, and played a lively part in the sessions.

### Recruited speakers

We recruited as speakers for the workshop, public relations experts in every phase that might apply to banking. They came from universities, utilities, industry, big and little business, national magazines, public speaking schools and business associations. We even had representatives from charm schools that are conducted for photo and fashion models.

Speakers outlined the public relations problems and solutions in their own fields. PSFS personnel then fired questions. Ensuing open forums were altogether informal, refreshingly frank and, on occasion, highly entertaining.

Sessions ran from 4 PM to 6 PM. Light refreshments were served afterward. Same workshop held on Tuesday was repeated on Thursday to avoid the necessity of freeing all employees from duty at 4 PM on either day. On each evening, three sessions were conducted simultaneously at different locations in the society's main office building, and three more followed immediately. Subject matter was the same on both evenings, but different speakers covered it. Employees attended the workshop on only one of the evenings. Each employee chose two subjects most closely asso-



ciated with his work or interests.

The workshop touched upon every conceivable public relations slant of interest to banking employees, all the way from correct posture for feminine employees meeting the public, to psychological aspects of handling various depositor needs.

Subject "How to Make Friends of Depositors," for instance, concerned, among other points, basic courtesies, prompt and efficient service, and encouraged taking personal interest in depositors' problems. This session was of special interest to tellers, clerks and guards.

## Technical

More technical was "Collections with a Smile," which went into methods of diplomacy in maintaining good customer relations while collecting delinquent mortgages.

Other subjects included: "Streamlined Banking," on ways of increasing employee incentive, initiative and interest on the job; "Breaking through the Sales Barrier," techniques in selling accounts, travel checks, money orders, foreign drafts and remittances; "Are Bankers People?" a study of community relations for management personnel; "A Depositor Looks at You," the candid report of a speaker who had gone through the bank, incognito, seeking various services.

Management personnel introduced the speakers and acted as moderators in the discussion that followed.

A great deal of organizational effort went into the workshop. Was it worthwhile?

## May Repeat

Answering that question, R. Stewart Rauch, Jr., PSFS president, says: "We conceived the project as a one-time all-out method of public relations indoctrination. Interest was so high, however, and so many enthusiastic, unsolicited suggestions have been made by employees for repeating it, that we may have to."

"I believe that we can heartily recommend the workshop method of public relations indoctrination to bank management where the personnel is already thoroughly grounded in the basic concepts. It helps greatly, of course, to get speakers, as we were fortunate to get, who not only know their subject but are excited by it and can dramatize it in plain talk. Then, plan the schedule carefully, and time it precisely."

The End

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## FACTS ABOUT PUERTO RICO FOR CONVENTION MANAGERS

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For complete details, write: Box SM-1, Economic Development Administration, Division of Tourism, Commonwealth of Puerto Rico, 579 Fifth Ave., N. Y. 17, N. Y.

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C. T. Carey, Mgr. E. H. Gallup, Sales Dir.



BELTONE HIGHLIGHTS 15th anniversary with crystal ball reading by L. H. Parker, sales director. Meeting kicked off campaign to sell quality via new training program.

## Training Sessions Tackle Buyer-Resistance Problem

Six distributor meetings develop into more than 60 local conferences as Beltone creates two-day sessions to sell quality. Regional sales directors determine main subjects, questionnaires discover what topics distributors want covered.

Beltone Hearing Aid Co., because of the nature of its product, found one major problem confronting its sales force. The puzzler is now being used as the basis of successful sales and training conferences for the Chicago manufacturer.

Problem: "How can we stimulate sufficient buyer interest in quality of the product and overcome instinctive resistance to wearing a hearing aid?"

The answer is supplied by people who attend these conferences. They exchange ideas, experiences and suggestions.

To plan these conferences, regional sales directors—at a regular quarterly meeting—agreed upon subject matter. The company then called in Kling Studios, Chicago, to discuss presentation techniques with top Bel-

tone officers and distributors in various sections of the country. Out of these conferences a questionnaire was prepared by Kling and was dispatched to all distributors (some 250).

Questionnaires listed the purpose of the forthcoming sessions: "Presentation of features of Beltone Hearing Aid, construction and operation of hearing aids, benefits of Beltone to users, comparison between Beltone and competition, and how to sell up from low-price competition." After the general purpose was stated, distributors were asked for opinions and ideas to cover these points:

1. "I'd like to see these additional topics covered."
2. "Here are some special problems I'd like to have discussed at the conferences."

3. "Of the above topics, I think the following should have most emphasis."

As a result of planning sessions and questionnaires, Kling prepared flip charts to be used by discussion moderators and a basic meeting guide to provide a general plan for conducting conferences.

### Basic Props

Basic props and materials are transported in specially built wooden crates and shipped air freight or carried as excess baggage to meetings. These props include flip charts (large and small), banners, film, costumes, script for anniversary ceremony, audiometer and audio-selectometer (used to test adaptability of a prospective client to a hearing aid), an elephant bell to call classes together, tuning fork, easel, candles, room marker and placards.

Note pads, identification tags and minor incidentals are expendable and usually are left behind at sessions. Much of this material and printed literature is shipped to each meeting from the home office. Other props—blackboard and movie projectors—are rented locally.

Site arrangements for all six meetings were handled by Leonard Hicks, Jr., and Associates, hotel representatives, Chicago. They were given the problem of securing hotel accommodations with necessary meeting-room facilities.

### Pay Expenses


All expenses for meetings are borne by Beltone, including two luncheons for the entire group. Many distributors absorb expenses for their salesmen-consultants.

In advance of meetings, Beltone issues a series of eight bulletins to build up enthusiasm for the proposed sessions. The letters WAWF are used as a curiosity theme. After much guessing and joking, WAWF is revealed at the final session as "What a Wonderful Future."


Here's how the meetings work: At a recent series of two-day meetings in San Francisco, Chicago, New York, Atlanta, Dallas and Cleveland, hosts were regional directors in each territory. Attendance averaged 100 distributors and sales consultants at each conference.

These educational workshops covered two broad areas:

1. Sales: "How to Open; How to Close; Prospecting; Follow-up."
2. Technical: "Proper Fitting;



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Electronics; Physiology of the Ear; Techniques for Testing; Patterns of Sound; Tolerance for Sound and Related Subjects."

Where do you start looking for a prospective hearing aid buyer? What are the advantages in the latest electronic developments brought in by the transistor? How do you get a client to listen to the sales story? What do you say to the client who doesn't want anyone to know he's hard of hearing?

### Moderated by Expert

These were some of the questions the conference discussed and answered during informal discussions. Each of the sessions, moderated by a technical expert using flip charts, were on a give and take basis with the audience sharing experiences, opinions and ideas.

Each member of the traveling "faculty" spoke at an opening general assembly to explain in a broad sense the subjects to be dealt with in detail during the informal workshops.

At the general session, Beltone Executive Vice-President David H. Barlow noted that selling a hearing aid is a dual sale. "Once a hard of hearing person recognizes his loss and realizes an aid can help him, he faces a personal battle with his vanity. His desire to hear must be intensified so it is greater than his feeling of self-consciousness. After this 'psychological sale,' the product sale can be broached."

Maurice H. Bronner, executive vice-president, Olian & Bronner advertising agency, outlined Beltone's \$1.25-million advertising program and added that the best sale is a referral from a satisfied user.

Latest advances in electronic engineering and how they contribute to better hearing aids were explained by Louis McNabb, director of research and engineering. "With today's superior equipment to sell, I'd like to be a salesman," he told the group.

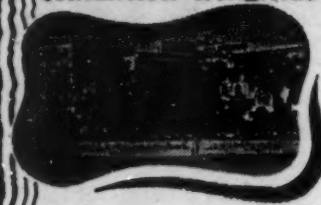
### Met New People

"Students," divided into groups, were assigned to a schedule of classes. Groupings were shuffled so that students attended all five sessions yet met new people in each class. Topics covered by informal sessions were: "Product and Fitting," "Prospecting and Follow-up," "Opening the Sale," "Closing the Sale," and "Techniques for Making Ear Mold Impressions."

Conferences on opening and closing sales were led by L. H. Parker, Bel-

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SM/OCTOBER 1, 1955

tone field director, and regional directors in the area. Both sessions were built around acting situations. Cue cards were distributed to members of the audience, half of which acted as prospects and the other half as sales consultants.

### Films for Pace

Sales and technical films were used to break the pace of the general sessions. At the opening day luncheon, "Loyal Service Awards" were presented to top sales people.

Some 60 similar meetings have been conducted—some are still going on—by regional sales directors in their respective territories as a follow-up to the original sessions. Intra-regional meetings cover the same ground as original conferences but with greater intensity since many participants have less experience in the field.

Each regional director has copies of the same material used in the original meetings including flip charts, printed matter and film. These sessions now are a major part of a regional sales director's work.

## Dates & Places For Sales Confabs

Regional sales conference, clinics and rallies under the sponsorship of the National Sales Executives, 136 E. 57th St., New York 22, N. Y.

### OCTOBER

- 4 Fort Worth, Sales Rally
- 4-6 New York City, Sales Clinic
- 10-11 Hartford, Sales Clinic
- 11 Reading, Sales Clinic
- 12 Madison, Sales Rally
- 21 Des Moines, Sales Rally
- 26 Rochester, Sales Conference/Rally

### NOVEMBER

- 23 Los Angeles, Sales Management Conference

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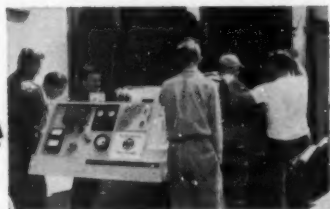
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